

A perfect match: Wacom Color Manager delivers complete color control to Cintiq creative pen displays

X-Rite co-development produces easy to use colour calibration tool that speeds workflow and reduces need for expensive external monitors

Tokyo, Japan - 2 December 2015 - Wacom® today started shipping Wacom Color Manager, the company's new colour calibration solution designed for photographers, designers and other creative professionals who want colour accuracy across their workflow. As every artist knows, sharing and reproducing colour can be quite frustrating. Colours that have been painstakingly created during the design phase can look very different depending upon the monitor, display or projector that the user, collaborators or clients are using to view finished work. Matching the colours on a display to the final output as photos, prints, animation or video can be even more challenging. The new Color Manager combines a colorimeter calibrator and custom profiling software – developed by market leading colour expert X-Rite – to give Cintiq users more speed and confidence throughout the creative process. “Bottom line, our customers work hard to create artwork. We want to help them gain full control over their process so that colours look the same on their displays,” says Don Varga, Wacom's Senior Director of Market Strategy and Planning. “By eliminating the frustrations and guesswork inherent with colour management, we are helping professional creators save valuable time and money, not to mention produce great images.”

Teaming with X-Rite

Wacom worked with X-Rite, the leaders in digital colour calibration and profiling, to develop an advanced, fast and user-friendly calibration tool. “Our Cintiq family of products tend to be the creative tools of choice, particularly in those industries where colour accuracy makes a difference. We felt it was natural to add a dedicated and powerful colour management system that is convenient and easy to use,” Varga points out. The Wacom Color Manager offers specific performance advantages to users of Wacom's highest colour performance displays, the Cintiq 27QHD line, but is engineered to provide calibration to the rest of the Cintiq family as well as other LCD, LED and wide-gamut display technologies. “Very often you see creative professionals with two displays, where one is entirely dedicated to colour control. Because of the Cintiq 27QHD's advanced colour gamut, users that employ Wacom Color Manager

with the Cintiq alleviate the need for a costly second monitor, which speeds workflow, frees up work area space, and helps reduce equipment costs.”

The Wacom Color Manager calibrator, the instrument that rests on the screen and reads colours, and the profiling software work together in either a basic or advanced mode to provide users with easy-to-use, flexible and powerful performance. Basic mode calculates colour profiles for the user and requires no prior knowledge of colour calibration. Advanced mode gives users infinite control over a variety of facets critical to colour balancing such as luminance, white point, contrast and gamma levels. “You do not have to be an expert, to set your display to the right colour profile. Our Color Manager solution does that for you,” says Varga.

Users can save, reuse and share settings so that colour is consistent over multiple monitors. “We worked closely with Wacom to customise the software for direct and seamless communication with the Cintiq 27QHD’s scalar“, said X-Rite Jan Keller, Vice President OEM Sales. “With the unique features added to the Wacom® Color Manager, you’ll be able to achieve a more precise adjustment of grey scale gamma, white point, and other primary settings. We are very excited to see the high standards of both companies coming together to deliver a uniquely accurate and versatile display solution for creatives.”

Pricing and Availability

Current Cintiq owners can purchase the Wacom Color Manager, available now, from Wacom’s eStore for €229.90 (EUR), £199.99 (GBP) or from authorized resellers. All prices are including VAT.

Wacom customers working on the latest Mac OS X El Capitan (version 10.11) will need to update their Wacom Color Manager software from version 1.0.0 to version 1.1.0.

For complete Wacom Color Manager specifications, please visit:

<http://www.wacom.com/products/pen-displays/cintiq-27-qhd-touch>

or watch the videos on Wacom Europe’s YouTube channel:

Accurate Color Workflow: <https://youtu.be/VPwXasNATFY>

The Importance of Color Accuracy: <https://youtu.be/1uL1G54rORo>

Profiling with The Cintiq 27QHD: <https://youtu.be/U9MQeSOo4-8>



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About Wacom

Founded in Japan in 1983, Wacom (6727: Tokyo) is a global company with offices supporting marketing and distribution in over 150 countries. For more than 30 years, Wacom has worked with the most creative people and organisations to inspire and equip them to make the world a more creative place. Wacom's products have been used by loyal customers to create some of the most exciting digital art, films, special effects, fashions and product designs. They have also played a significant role in making technology accessible in a natural and intuitive way through pen tablets, creative and mobile pen displays, digital interface solutions, stylus products as well as eDocument solutions. These all make it possible for everyone to express their creativity in digital media, whether artists, business executives or people enjoying everyday creativity.

Wacom's interface technologies are also offered as OEM solutions to leading manufacturers with Wacom feel IT technologies integrated into the PC, tablet and smartphone products of many strategic partners around the world.

For more details on Wacom products see: <http://www.wacom.com>

For more information, please contact:

Jens Kellersmann
Wacom Europe GmbH
tel: +49 2151 3614-303
e: jens.kellersmann@wacom.eu