



# ColorChecker®

Image Reproduction Targets



**gretagmacbeth**  
YOUR COLOR. PRECISELY.

## Your first shot should be a ColorChecker!

ColorChecker targets are predictable standards that allow you to:

- Achieve true-to-life color reproduction
- Minimize tedious trial and error color adjustments
- Simplify camera and studio lighting balance
- Obtain instant gray balance

Professional photographers rely on GretagMacbeth ColorChecker® brand test targets to ensure accurate color reproduction whether working in a digital workflow or with traditional film.



## Balance your color and optimize your lighting

### The Original ColorChecker Standard

The 24-color array provides a known reference for accurate reproduction of true-to-life images in any medium, under any illumination.

Each of the 24 colors represents the actual color of natural objects such as blue sky, skin tones, and foliage. And each color reflects light just like its real-world counterpart.

### Mini ColorChecker - The go-anywhere target!

Get ColorChecker precision in a handy pocket size. Great for location shots!

### Custom White Balance

The ColorChecker Custom White Balance Chart delivers absolutely accurate white reproduction under any lighting condition. Most white balance targets aren't neutral and could cause colors to shift under different lighting conditions. The Custom White Balance Chart is an absolute neutral white reference, so it prevents the shifting of colors.

### 3-Step Gray Scale

The ColorChecker 3-Step Gray Scale lets you balance your images, plus simplifies the task of balancing your studio lighting. A white, 18% gray and a black target all on a single card make color adjustments faster and easier with your photo processing software.

## Maximize the power of your digital camera

### Digital ColorChecker SG

Nothing transforms the power of your digital camera like the Digital ColorChecker SG. It's the original ColorChecker and more - all in a single chart! With 140 highly saturated, semi-gloss colors you gain the widest color gamut to capture the full capabilities of your digital camera.

With the Digital ColorChecker SG you will be able to:

- Check and compare your digital reproduction to an actual scene or test target
- Create a white balance for your digital camera
- Create custom ICC profiles for your digital camera

The Digital ColorChecker SG contains 140 patches chosen specifically for their location in the color space including:

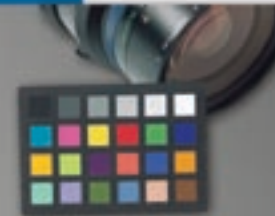
- 24 patch original ColorChecker known reference colors
- 17-step gray scale for more accurate camera balance
- 14 unique skin tone colors for more accurate and consistent colors over a wide variety of tones

Digital ColorChecker SG targets are designed to work with GretagMacbeth's Eye-One Match and ProfileMaker 5 Digital Camera modules to produce the most accurate ICC profiles for your digital camera.

Original  
ColorChecker



Mini  
ColorChecker



Custom  
White Balance



3-Step  
Gray Scale



Digital  
ColorChecker SG



## ColorChecker Charts

## Description

Original ColorChecker	24-patch reference standard to reproduce true-to-life colors under any illumination with any medium. Includes 24 "natural object" colors. Size: 8.25 x 11 in. (21.59 x 27.94 cm)
Custom White Balance	Achieve accurate white reproduction under any lighting condition. Size: 8.25 x 11 in. (21.59 x 27.94 cm)
3-Step Gray Scale	Enable quick color balance and simplify studio lighting balance. Includes white, 18% gray and black targets. Size: 8.25 x 11 in. (21.59 x 27.94 cm)
Mini ColorCheckers	Pocket Size versions of popular ColorCheckers: Original ColorChecker 24-patch: 2.25 x 3.25 in. (5.7 x 8.25 cm) 3-Step Gray Scale and White Balance: 4 x 6 in. (10.16 x 15.24 cm)* <i>*available January 2006</i>
Digital ColorCheckers SG	140-patch reference chart to gain the widest color gamut for the most accurate digital camera profiles. Required target for GretagMacbeth's Eye-One Match and ProfileMaker 5 Digital Camera modules. Size: 8.25 x 11 in. (21.59 x 27.94 cm)



### Achieving Accurate Color Is Easy!

ColorChecker products are an essential step in consistent color reproduction. However, to gain the most from your digital photographic workflow, implementing color management is a must to effectively compete in today's markets. GretagMacbeth provides a complete range of color management solutions specifically for the photographic workflow. Call today for the solution that's right for you or visit [gretagmacbeth.com](http://gretagmacbeth.com).

The ColorChecker product family is produced by the the Munsell Color services laboratory of GretagMacbeth. GretagMacbeth and the Munsell Laboratory are internationally recognized with traceability to the National Institute of Standards and Technology (NIST) as well as holding accreditations from NAPL, ISO 17025, ISO 9001 and ISO 2000. All Munsell products are manufactured to the strictest guidelines in accordance with the above accreditations and their associated practices and procedures.

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