



Photo Tune™ System Requirements

- Any of these Windows operating systems:
 - XP Home
 - XP Professional
 - XP x64 Edition
 - Vista Home Basic
 - Vista Home Premium
 - Vista Business
 - Vista Ultimate
 - Vista Enterprise
 - Vista 64-bit Edition
 - 7 Home Premium
 - 7 Professional
 - 7 Ultimate
- Supports VGA, DVI, HDMI, or DisplayPort interfaces

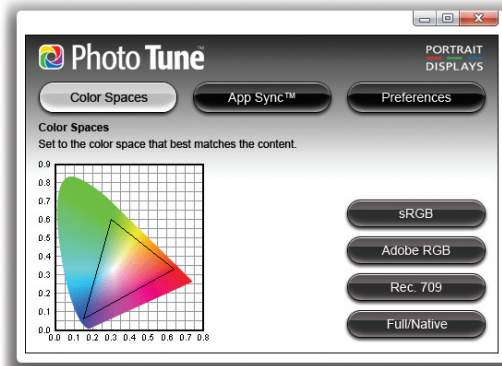
Assign Different Color Spaces To Different Software Applications

Today's computer users view a wide variety of content on their desktop display. From email messages and web pages to digital still photography, YouTube, and other videos. All of these types of content are intended to be viewed in different color spaces.

Users typically view their content in the sRGB color space. However, wide-color-gamut displays far exceed the color capabilities of sRGB making content appear inaccurate.

Color Spaces

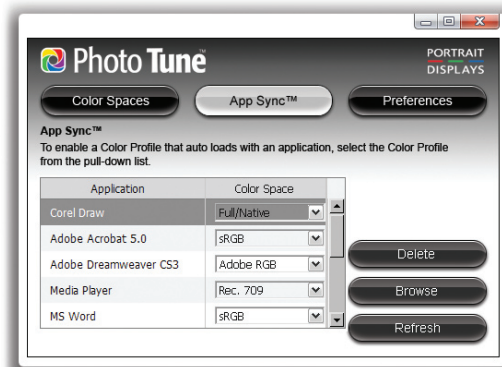
Photo Tune allows a user to select the best color space for the content being viewed. It characterizes, calibrates, and controls wide-color-gamut displays for precise image presentation. Photo Tune corrects the over-saturation problem associated with wide-color-gamut displays.



Select sRGB, Adobe RGB, Rec. 709, or the native unrestricted gamut of a wide-color-gamut display with the simple click of a button.

App Sync™

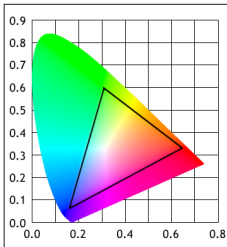
Photo Tune allows a specific color space to be assigned to any installed software application. Then, anytime that application is opened, the display automatically changes to the assigned color space. All of this can occur transparently to the user.



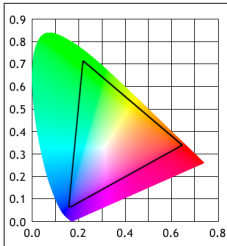
Installed software applications can be associated with a specific color space.

Photo Tune Features

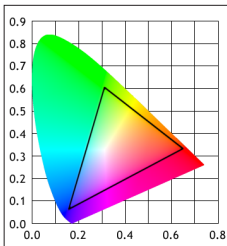
Users can select their desired color space to match the content they are viewing.



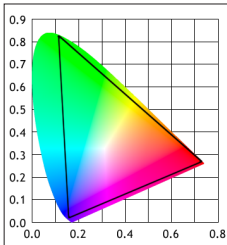
sRGB is for typical computer work and Internet browsing.



Adobe RGB is used by designers for a color-critical workflow.



Rec. 709 is for viewing HD video.



xvYCC is the future of wide-color gamut video content.

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**PORTRAIT
DISPLAYS**

SOFTWARE FOR DISPLAYS

Why wide gamut?

High Definition has revolutionized the display industry. Today consumers expect picture performance to capture image detail and colors of an image matching the capability of human vision. But this wasn't always the case. Consumer acceptance of high definition was a process requiring years of technology improvement, content creation, and brilliant marketing communication to achieve what is today an absolute requirement in displays by the consumer.

Like High Definition, Wide-Gamut displays with the proper content bring images to life. High Definition required a consumer to see the difference from standard definition and high definition content to fully appreciate. Wide-Gamut has the same effect on consumers. When displayed side by side, Wide-Gamut content with saturated life-like colors showing the greens of nature, tranquil blues, and dramatic deep reds, will win consumer acceptance when compared to the same content displayed in standard color gamuts. Just like High Definition, when properly mechanized at retail, consumers will pay a premium for a display with Wide Gamut capability simply based on seeing the difference.

When introduced, High Definition faced the same challenges Wide-Gamut faces today. Content was scarce. High Definition hit critical mass when display producers developed devices capable of backwards compatibility with standard definition content. As the market was seeded with High Definition displays, content organically became available to fill consumer demand.

What is Photo Tune™?

Photo Tune™ is the world's only software-based, real-time technology that provides backward compatibility for Wide-Gamut displays. Display manufacturers looking for leading-edge technologies to draw consumers' eyes and establish themselves as leaders can do so quickly and cost effectively by offering Wide Gamut products with Photo Tune technology. Consumers will be able to experience content at its full potential while maintaining compatibility with current standards—all automatically, with a bare minimum of knowledge, and little interaction required by their customers.

What is a color space?

A color space is an abstract mathematical model describing the way colors can be represented numerically. Mapping the colors from a wide-color-gamut display to a known color standard results in a definite "footprint" within the reference color space. This "footprint" is known as a gamut, and, in combination with the color model, defines the color space.

How are color spaces selected?

The Photo Tune application allows users to set a specific color space on their wide-color-gamut LCD computer display. By working in a particular color space, users are assured that what they are seeing on their screen is accurate and consistent.

What is App Sync™?

Photo Tune's App Sync allows a user to assign a specific color space to any installed software application. Whenever that application is opened, the display automatically changes to the assigned color space. With Photo Tune, the user is able to view content in the intended color space for the best viewing results.

Who needs Photo Tune?

Photo Tune is designed to offer the features of a color-critical environment, normally enjoyed only by professionals, such as photographers and motion-picture processing engineers, to any computer user. Photo Tune is simple and automatic so a user does not need to understand the science and math behind the magic. Users of Photo Tune equipped wide-color-gamut displays can enjoy color management control without the confusing learning curve.