



To Precision

datacolor

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When inspiration
meets precision
Data meets color



Inspiration + Innovation
The Datacolor Difference

www.datacolor.com
1.800.227.7899



From Inspiration

ColorReader



ColorReader is a new Pro-grade color measurement tool designed to help your paint customers find, coordinate, save, and share colors from your color collections using the ColorReader Android or iOS app.



Independent from your countertop color computer, you can put ColorReader in the hands of your pro-painters and help them make their own color selections faster, saving them time and money while building your paint business.



ColorReader is designed for your designers, architects, pro-painters, and DIYers alike bringing them back to your paint colors again and again.

ColorReaderPRO

Offering additional flexibility, ColorReaderPRO offers independent use with its OLED screen and carrying case ideal for color selection on the job site.

"At True Value, our team is focused on delivering exceptional customer service. By working closely with Datacolor, we have been able to add the key workflow needs for retail paint. PAINT version 2.0 is a user-friendly, color matching software that will enable our members to grow their business by providing expert color advice to young homeowners and DIY enthusiasts."

- Dan Reed, True Value

"[The ColorReader Pro] is incredibly easy to use one-handed, and it's dependable. I've already recommended this to other contractors and paint stores and they're asking 'when can I get one?'"

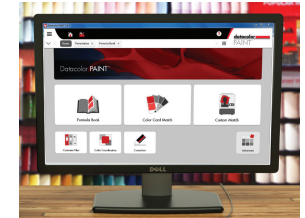
- John Metz, Haddon Painting



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We deliver **Trust, Reliability,**
and **Accuracy** to our
customers so that you can
do the same for yours.

- Drive loyal customers back again and again with innovative ways to find, match, share, and coordinate color right the first time.
- Become the ultimate color design center with accessible and affordable technology that has a proven record to work for you.
- Make things easier than ever with innovative technology backed by passionate people that truly care about your success.



Datacolor PAINT

PAINT is the paint industry's leading paint matching software solution. Offering best in class formulation accuracy while using an easy-to-learn, easy-to-use interface.



Datacolor 200R

Datacolor 200R offers your store color measurement, formulation, and correction capabilities with the ability to match across any texture. Datacolor 200R maintains instrument calibration up to 2-weeks and has service indicator lights, so you can match with greater confidence.



Datacolor 20D

The Datacolor 20D provides you the measurement accuracy from our trusted Datacolor 200R benchtop series in a portable easy to use device that stores up to 2000 samples. Grow your contractor business.