What’s the Best Way to Measure Special-Effect Colors?

The MultiFX10 spectrophotometer from Datacolor is the only instrument that can measure the latest special-effect pigments.

If you’re serious about special-effect colors, only one instrument will do.
From toys to cars to cosmetics to paints, **metallic-flake and pearlescent colors are becoming more popular in the marketplace.** But these special-effect colors present special problems for color management.

They look different when viewed from various perspectives, so they must be measured at different angles to get an accurate measurement and match. However, until now, there hasn’t been an instrument that has achieved the consistent and reliable performance that would make it an “industry standard.”

**With our new spectro, we have all the angles covered.**

**Datacolor leads the way in special-effect color management with a full suite of solutions.**

The state-of-the-art MultiFX10 has all the features you need to take accurate and efficient multiangle measurements of metallic-flake and pearlescent pigments.

It is the only instrument designed to measure the newest special-effect colors, being equipped with ten sets of illuminating/viewing angles that uniquely discriminate the newer interference pigments. The MultiFX10 spectro can also be configured to use the four traditional illuminating/viewing angles—using one illumination angle—for measuring materials containing metallic-flake pigments.

And it comes with its own sophisticated QC software.

If special-effect colors are important to you, only one instrument measures up: The MultiFX10 from Datacolor—the world leader in color management.

For more information, talk to your Datacolor representative today.