

How big is your story?



colorchecker®

Color Targets for Photo and Video



 **x-rite**
photo & video

Save Hours in Post!

Get to your creative look faster and tell your story as perfectly as possible. There's a ColorChecker® target for every sized shoot.



COLORCHECKER TARGETS FOR PHOTO

ColorChecker Photo Targets are the reference standards that professional photographers around the globe have been using for over 40 years to ensure predictable results under every lighting condition. Speed up your workflow by capturing accurate colors from the beginning and minimize tedious trial and error color adjustments while editing. You'll achieve true-to-life color with consistency and accuracy from capture to edit.

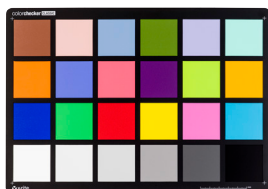
COLORCHECKER TARGETS FOR VIDEO

ColorChecker Video Targets make your workflow faster, more consistent and more balanced. They allow everyone on your team; from producer to cinematographer to editor to colorist, to work with consistent color information. Whether you are trying to match multiple cameras, set perfect exposure or achieve the ultimate color balance, ColorChecker Video Target save you time from pre-production through production ColorChecker Video Target and help you get to your creative look faster.



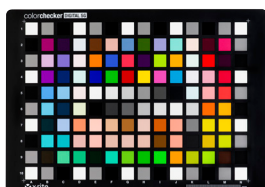
COLORCHECKER PASSPORT PHOTO

ColorChecker Passport Photo combines 3 photographic targets – 24 patch Classic, Enhancement Target and White Balance – into one pocket-sized protective case that self-stands to adjust to any scene. Reduce your image processing time and improve quality control in your raw or JPEG workflow. Quickly and easily capture accurate color, instantly enhance portraits and landscapes, and maintain color control and consistency from capture to edit. Use for creating custom camera profiles, setting custom white balance, creative enhancements or as a visual reference. Includes Lightroom Plug-In and stand alone Camera Calibration software.



COLORCHECKER CLASSIC

The ColorChecker Classic target is the industry standard that professionals and hobbyists have depended on for more than 40 years. It is designed to deliver true-to-life image reproduction so photographers and filmmakers can predict and control how color will look under any illumination. Each of the 24 colors represents the actual color of natural objects and reflects light just like its real-world counterpart. ColorChecker Classic targets support custom camera profile creation with X-Rite Camera Calibration software, as well as scanner profile creation. ColorChecker Classic is also used as the reference target for X-Rite reflective scanner profiles made with i1Profiler and i1Studio software.



COLORCHECKER DIGITAL SG

The ColorChecker Digital SG target features an expanded color range that also includes the 24 patches found in the ColorChecker Classic target. You'll benefit from additional skin-tone reference colors that deliver greater accuracy and consistency over a wide variety of skin tones, and additional gray scale steps that provide accurate control of camera balance to maintain a neutral aspect, regardless of light source. Each of the 140 patches was chosen for its location in color space to expand the color gamut, so you can create profiles for your digital camera and scanner.



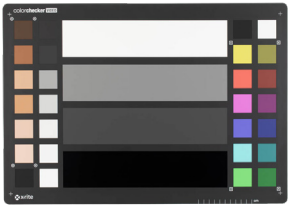
COLORCHECKER PASSPORT VIDEO

ColorChecker Passport Video combines four video production targets – Color Chips, Grayscale, White Balance and Focus – in one pocket-sized protective case giving you the ultimate in functionality and portability. This essential color tool will enable you to get a better camera-to-camera match, set perfect exposure and easily edit for mixed lighting. You'll reduce editing time with accurate color correction and get to your creative look faster.



COLORCHECKER VIDEO

ColorChecker Video is a two-sided, standard-size target that provides color, skin and gray color chip references on one side and a spectrally neutral white balance reference on the other side. It will get you to a worry-free color balanced place, a consistently neutral place and an ideally exposed place faster than ever before – saving you valuable time from capture to edit. It's an essential color tool you won't want to be without.



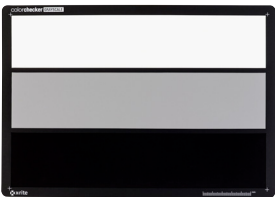
COLORCHECKER VIDEO XL

ColorChecker Video XL is designed for those longer and wider shots when you need a larger reference target. Twice as large as our standard-size ColorChecker Video, it will speed up your color correction process and save you hours in post. Use it to nail exposure, match multiple cameras and maintain consistency during changing light. Ideal for use on a large set, a larger venue, or when capturing aerial shots.



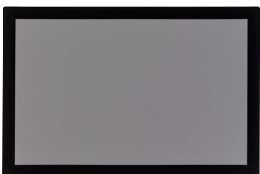
COLORCHECKER WHITE BALANCE

The ColorChecker White Balance target is spectrally neutral to deliver accurate white reproduction for both photo and video workflows. Use it to perform custom in-camera white balance to guarantee precise, uniform, neutral white - under any lighting condition.



COLORCHECKER GRAYSCALE

The 3-step ColorChecker Grayscale target lets you balance highlights, shadows and mid-tones, align the exposure and contrast of one or more cameras, plus provides a reference when metering studio lighting. A white, 18% gray and a black target all on a single card make color adjustments and grading faster and easier in your post-production workflow.



COLORCHECKER GRAY BALANCE

The ColorChecker Gray Balance target is designed for reflective exposure metering. It will also help you obtain instant gray balance, evaluate studio lighting and make quick color adjustments. It's a 4x7 inch sized version of the industry-standard 18% gray reference square included in the ColorChecker Classic.

Shoot for Ideal.

colorchecker®

SHOOT FOR IDEAL.



									
	 Passport Photo	 Classic	 Digital SG	 Passport Video	 Video	 Video XL	 18% Gray Balance	 White Balance	 Grayscale
USE FOR									
In Camera White Balance	✓			✓	✓		✓	✓	
Software White Balance	✓	✓	✓	✓	✓	✓	✓	✓	✓
White Balance Enhancement	✓								
Exposure: Setting & Verification	✓	✓	✓	✓	✓	✓	✓		✓
Color Balance	✓	✓	✓	✓	✓	✓	✓	✓	✓
Skin Tone Adjustment	✓	✓	✓	✓	✓	✓			
Camera Matching	✓	✓	✓	✓	✓	✓			✓
Mixed Lighting	✓	✓	✓	✓	✓	✓	✓	✓	✓
Focus				✓					
Color Reference	✓	✓	✓	✓	✓	✓	✓	✓	✓
Camera Profile Creation	✓	✓	✓						
Dual Illuminant DNG Profile Creation	✓	✓							
Scanner Profiling	with 24 patch in Passport	✓	✓						
TARGET FEATURES									
# of Targets Included	3	1	1	4	2	1	1	1	1
Expanded Color Range			✓						
Expanded Skintone Range			✓	✓	✓	✓			
X-Rite Camera Profiling Software	✓	✓							
3rd Party Software Support	✓	✓	✓	✓	✓	✓			
Scene Adjustable	✓						With optional case		
Protective Case	✓			✓			Option: sleeve or case		
Size	5 x 3.5" 12.5 x 9cm	8.25 x 11" 21.59 x 27.94 cm	8.25 x 11" 21.59 x 27.94 cm	5 x 3.5" 12.5 x 9cm	8.25 x 11" 21.59 x 27.94 cm	14.75 x 21" 37.5 x 53.3 cm	4 x 7" 10 x 18 cm	8.25 x 11" 21.59 x 27.94 cm	8.25 x 11" 21.59 x 27.94 cm



xritephoto.com | xritevideo.com

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