colorchecker

ColorChecker Targets **for Photo and Video**

x-rite

photo & video

Capture great color with X-Rite ColorCheckers.
Shoot for Ideal: a target that is right for every shoot.

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COLORCHECKER TARGETS FOR PHOTO

ColorChecker Photo Targets are the reference standards that professional photographers around the globe have been using for almost 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, they save you time from pre-production through production and help you get to your creative look faster.

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 you 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 DNG camera profile creation.

COLORCHECKER **PASSPORT PHOTO**

ColorChecker Passport Photo combines 3 photographic targets 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 with the powerful color capabilities of the ColorChecker Passport Photo. Quickly and easily capture accurate color, instantly enhance portraits and landscapes, and maintain color control and consistency from capture to edit.

COLORCHECKER **PASSPORT VIDEO**

ColorChecker Passport Video combines four video production targets in one durable, protective "passport-size" 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 your video editing time and get to your creative look faster.

COLORCHECKER **VIDEO**

ColorChecker Video is a two-sided target that provides color, skin and gray references on one side and a spectrally neutral white balance target 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.
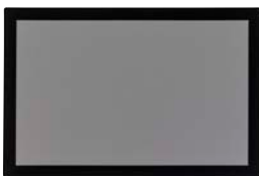
COLORCHECKER **WHITE BALANCE**

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 your images or video footage, allows you to align the exposure and contrast of cameras you may be matching, plus simplifies the task of balancing your studio lighting. A white, 18% gray/40IRE and a black target all on a single card make color adjustments and grading faster and easier with your photo processing or video editing software.

COLORCHECKER **GRAY BALANCE**

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

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 that capture the full capabilities of your digital camera and scanner.

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SHOOT **FOR IDEAL.**

	Classic	Video	Passport Photo	Passport Video	Grayscale	White Balance	18% Gray Balance	Digital SG
USE FOR								
In Camera White Balance		✔	✔	✔	✔	✔	✔	
Software White Balance	✔	✔	✔	✔	✔	✔	✔	✔
White Balance Enhancement			✔					
Exposure: Setting & Verification	✔	✔	✔	✔	✔			✔
Color Balance		✔		✔				
Tonal Balance	✔	✔	✔	✔	✔			✔
Skin Tone Adjustment		✔		✔				
Camera Matching	✔	✔	✔	✔	✔			✔
Mixed Lighting	✔	✔	✔	✔	✔			✔
Focus				✔				
Color Reference	✔	✔	✔	✔	✔			✔
Camera Profile Creation	✔		✔					✔
Dual Illuminant DNG Profile Creation	✔		✔					
Scanner Profiling	✔							✔
TARGET FEATURES								
# of Targets Included	1	2	3	4	1	1	1	1
Expanded Color Range								✔
Expanded Skintone Range								✔
X-Rite Camera Profiling Software	✔		✔					
3rd Party Software Support	✔	✔	✔	✔				✔
Scene Adjustable			✔					
Protective Case			✔	✔				
Size	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	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	4 x 7" 10 x 18 cm	8.25 x 11" 21.59 x 27.94 cm

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