Fast and Accurate Color Selection
ColorReader

ColorReader by datacolor

Improve brand loyalty and increase sales with the ColorReader. An ultra-portable, Bluetooth® connected device, ColorReader provides a low-cost color identification solution. Now you can provide your painters a tool that can match a client's color inspiration to a corresponding paint color in seconds.

Build on your brand by acquiring and retaining loyal customers

- Greater than 90% matching accuracy assures your customer with increased job efficiency and reliable results
- Brand customization available for greater confidence, professionalism, and brand engagement
- Easily update your collections and ensure your customers always have your latest and trending colors
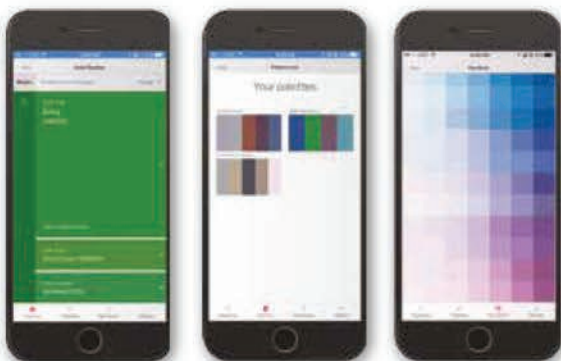
Shorten the color selection process while increasing sales

- Drive your brand's paint sales by allowing your customers to order in the moment through the app while their envisioned color is still top of mind
- Develop effective marketing campaigns by leveraging real-world color informatics user data.
- Increase competitive conversion by putting this powerful tool in the hands of your architects, designers, pro-painters, facility managers, and DIY customers

Make sharing your colors with the world easy to manage

- Spend less money on traditional fandeck distribution with easy and cost effective virtual fandeck updates. Manage your users through a web based fleet management software

- Integrate ColorReader into your own app using our Software Development Kit (SDK) or add your branding into our ColorReader app to make it your own

Provide your customers with the functionality they need

- Deliver accurate color matching and coordinating features that allow your customer to simply save, share, or order your colors in their palettes faster than ever before

- Output color values your technical customers are looking for - CIELAB, RGB, CMYK, HEX, delta*e.

- Give assurance the job was done right with QC Pass/Fail functionality with reported delta*e value

- Position your brand into the palm of your customer's hands with iOS and Android compatibility

Partner with a leading precision color company trusted to deliver

- For more than 45 years, Datacolor's passion for precision color has helped us meet the exacting needs of more than a million customers whose entire job depends on the accuracy of their colors

FEATURES SPECIFICATIONS	Description
Measuring Geometry	Proprietary
Light Source	6 High CRI, white LED's
Aperture Size	6 mm
Battery	Rechargeable Lithium Polymer, >300 measurements/charge
Operating Environment	+5° to +40°C up to 85% RH
Interface	Bluetooth LE

FUNCTIONAL DATA	Description
Illuminant/Observer	D65/10
Mobil App Languages	English, French, Italian, German, Spanish, Simplified Chinese

PHYSICAL SPECIFICATIONS	Description
Weight	40 grams
Dimensions	
· Diameter	29.1mm (1.15 in.)
· Length	68.8mm (2.71 in.)
What You Get	ColorReader device, Micro USB cable, Welcome Card