



## **EIZO Announces Color Matching Tool for Amateur Photographers** *EIZO EasyPIX delivers a simple, cost-effective choice for color matching between monitors, photo prints and web images*

Hakusan, Japan, September 16, 2008 – Eizo Nanao Corporation (TSE: 6737) today announced EIZO EasyPIX, a color matching tool that includes proprietary software and EIZO's EX1 color measurement sensor. EasyPIX provides amateur photographers with a cost-effective way to create professional-looking photo prints and online images.



EIZO's development of EasyPIX is in response to the burgeoning popularity of digital photography among amateur photographers and to address common issues of color mismatch between monitors, photo prints and online images.

EasyPIX software offers three adjustment modes. For more accurate photo prints, a "Matching" mode lets users adjust the monitor's hue and brightness to match photo paper. A "Viewing Photos" mode sets the monitor's color temperature to 5500 K, a common default setting at which many digital cameras take photos. For previewing how images will appear on most web browsers, a "Web Viewing" mode sets the monitor to display a color temperature of 6500 K.

In all three modes, a color profile can be created with the EasyPIX software and EX1 sensor by adjusting the monitor's brightness through visual perception. Furthermore, in "Matching" mode, the color profile can be shared with third party photo retouching software to ensure final print colors match those of the monitor.

EasyPIX is compatible with select FlexScan® and ColorEdge® LCD monitors.<sup>1</sup> Compatible operating systems are Macintosh OS X 10.3.9 and above and Windows XP (32-bit), XP(64-bit), Vista (32-bit), and Vista (64-bit).

### **Availability**

EIZO EasyPIX begins shipping in November 2008. For information about availability and pricing please contact the EIZO subsidiary or distributor in your country. Visitors to Photokina to be held in Cologne, Germany from September 23 – 28 can have a first look at EasyPIX at the EIZO booth located in Hall 4.1, Booth F038.

### **About EIZO**

Eizo Nanao Corporation is a leading global manufacturer of high-end visual display products with a wide range of LCD monitors. The image quality, long-term reliability, and innovative features of EIZO monitors make them the products of choice in many financial trading rooms, hospitals, back offices, and design studios throughout the world. EIZO is based in Japan and represented in over fifty countries by a network of exclusive distributors.



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<sup>1</sup> *Compatible monitors for the FlexScan series are: SX2461W, SX2761W, SX3031W. Compatible monitors for the ColorEdge series are: CE210W, CE240W, CG210, CG211, CG220, CG221, CG222W, CG241W, CG301W.*

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