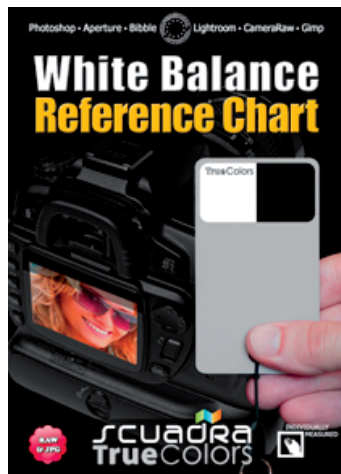




scuadra TrueColors



The Scuadra TrueColors is a grey chart intended for an accurate adjustment of the saturation and the white balance of digital cameras. The chart exists in 3 dimensions : a Small 9x5.3 cm version at 19.90 €, a Medium 15.5x 9.1 cm version at 27.90€ and a Large 20,5x27.3 cm version at 39.90€ . It can be used outside, as well as in the studio, in Raw or in Jpg.

The chart reflects the colours of the visible spectrum in a neutral way. Whatever the lightsource (natural, incandescent light, neon or flash) the grey of the chart remains the standard value. It is a 30% neutral grey, perfectly adapted to the dynamics of the sensors of digital cameras.

The Scuadra TrueColors is 3 mm thickness makes it resistant and robust. It is waterproof and cannot be folded.

A sticker presents a white area and a black one whose lab values are given on the back. In postproduction in an editing software, it makes an accurate adjustment of the saturation of photos possible. This sticker is intentionally glossy to give the good position of the chart in relation to the objective : the lack of reflection means that it is well positioned.

The Scuadra TrueColors stays in an upright position without any prop or any supplementary element (equipment irait bien ici).The hole of 8 mm in diameter helps to stabilize it thanks to a mere pen.

To prevent you from losing it and to always have it within reach, the chart is delivered with a necklace equipped with an easy-to- use clasp.

The Scuadra TrueColors is meant to be simple and easy-to-use. You simply have to include it into the first picture (the reference picture) of the scene which is being photographed. Then to go on taking photos without the chart. In postproduction in an editing software, you will only have to report the corrections of the reference photo onto the other pictures (batch conversion). Many educational softwares are available for the best-known printing softwares on www.scuadra.fr

The Scuadra TrueColors is created, manufactured and conditioned in France. The sales network is in progress and the product is already on sale majors resellers.

Deliveries can be made all over Europe and on the international market including fast shipping and insurance.

The quality of the product and its finish is meant to meet photographers' requirements, whether they are professional or amateur. Each Scuadra TrueColors is measured individually with a spectrophotometer. The lab values are written on the back, as far as grey, white, and black are concerned.



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