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Argraph's New QPcard 4-Step Grey Scale is the Key to Accurate Color in Digital Images

Digital cameras often have problems with color accuracy. The good news is that Argraph Corporation, a leading international supplier of photographic / imaging products, is introducing the newest addition to the **QP** family of color monitoring targets for digital photography, the new **QPcard 4-Step Grey Scale Card (QP102)**. Like the original **QPcard** and **QPcolor card**, the **QP102** is easy to use, and significantly improves the colors in your digital photos.

The **QPcard 4-Step Grey Scale** has been developed with the help of experienced users of the original **QPcard 101**. The **QPcard 4-Step Grey Scale** is much bigger, 9.6" x 6.7", than the original **QPcard** and made of thick cardboard. It has four fields, for better distribution along the grey scale. Furthermore it has replaced the black with a dark grey field. Black is difficult to adjust anyway, so four fields not too close to the end points of the tonal scale are much more effective. These four fields work exceptionally well with Adobe Photoshop's ability to correct the balance using four points under "Curves".

All fields are perfectly neutral, measuring L*a*b values 35*0*0, 48*0*0, 80*0*0 and 95*0*0. The spectral response is almost flat, making the card perfect in all light conditions without causing any metamerism problems. There are no fluorescent whitening agents involved, making the card perfect for Custom White Balance Setting in any light.

Using the **QP102 4-Step Grey Scale Card** is a simple four-step process:

- Position **QP102** next to the subject and shoot a reference image.
- Remove **QP102** and shoot all the images to be taken under the same light conditions.
- Open the reference image in your image software and balance against the **QP102**.
- Save the settings and apply to the rest of the images taken in the same light.

The **QPcard 4-Step Grey Scale** has a suggested retail price of \$54.95.

Additional information is available at:
<http://www.qpcard.com/nav18322>

Argraph Corporation and its subsidiaries are leading manufacturers and distributors of photographic and imaging products since 1953. Headquartered in Carlstadt, NJ, Argraph offers unique and innovative products through retailers across the country, and around the world. Additional information is available at www.argraph.com.

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