

PRESS INFORMATION - For Immediate Release
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Arggraph Introduces New QPcard 203 and the QPcalibration Software.

**Produce Natural Colors from Digital Camera RAW Images.
Fast, Accurate, and Inexpensive.**

Getting accurate natural colors from any digital camera with RAW option has been an elusive goal for digital photographers. It can be a challenge to get photographs with correct hue – where red is red, green is green and blue is blue – and to make photographs with sufficient saturation in all channels. Believing that this is the optimum starting point for efficient picture editing in RGB, QP has been at the forefront of addressing this challenge. QP's second goal is to get the correct colors in a fast, accurate, uncomplicated, and inexpensive way.

QP has addressed these goals with the new **QPcard 203** and **QPcalibration software**, which perform color correction using color management and profiling at the first accessible stage in the digital image workflow – the RAW image.

Together with the free application **QPcalibration**, **QPcard 203** takes picture color control one step further. This is real color management of virtually any camera in virtually any light. Take a picture of **QPcard 203** in raw mode. Open the picture in **QPcalibration**. Calculate a profile, give it a name and save. The profile will be saved in the correct folder and can immediately be used in Adobe **Photoshop** or **Lightroom**. A custom camera and light profile is created in less than 10 seconds.

QPcard 203 plus **QPcalibration** enable you to make all your cameras interpret colors correctly in any light.

QPcard 203 is small enough to fit in a shirt pocket and sturdy enough to be left in a camera bag. When folded it is 3 ¾ x 5 1/3 inches (95 x 135 mm). There is a neutral 18% gray card on the left side and a color card with 35 patches to the right. The gray card is perfect for custom white balance setting on location or for gray balancing in Adobe Camera Raw.

The application compares the real colors of the reference with the colors recorded by the camera. It also creates a correction table, a color "profile", that compensates for the color deviation directly in the raw converter (e.g. Adobe Camera Raw).

About Arggraph:

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