



Color Accuracy— A Value Proposition

A Technicolor Color Certified display provides accurate color that:

- Has met the certification standard
- Blu-ray movies and streaming videos are shown in colors the creator intended
- Photos from smartphone and point-and-shoot cameras look more lifelike—what you shoot is what you see
- E-commerce and online purchases can be made without color surprises—accurately see what you are buying

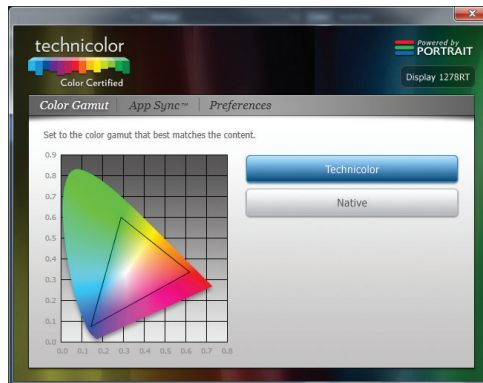
Certification and Color Accuracy Software— A New Standard in Display Technology

The Technicolor Color Certified Program

Technicolor, the greatest name in color, brings its Hollywood innovations to the computer with the Technicolor Color Certified program. The certification program supports the Technicolor Color Certified specification, setting the display to the same exacting standards used in Hollywood. With this certification, the viewer is assured that the video content is being displayed as the artist intended, enhancing the viewing experience.

Software-Based Color Control

Technicolor Color Certified is powered by software technology from Portrait Displays. The software can let a user switch between Technicolor (accurate colors) and uncontrolled colors that are native to the display. Additionally, other user predefined settings can be applied.



Select Technicolor or the native unrestricted gamut of the panel with the simple click of a button.

The Importance of Color Accuracy

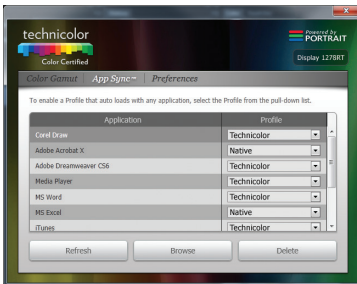
Today's monitors are capable of offering a wide variety of colors to provide a unique viewing experience. However, there is also a lot of inconsistency across the many display types available, resulting in colors that can be oversaturated, washed out, or simply incorrect.

Accurate color representation is more important than ever, given that computer users are viewing a wider variety of content, including not only e-mail, text and web pages, but also video content, from streaming media services, DVDs and Blu-ray disks, to photos created in a variety of color settings. For all of these different types of content to be displayed correctly, the display needs to be set to the correct color setting.

With displays carrying the Technicolor Color Certified logo, users can be assured that what they see on the screen is being correctly displayed.

App Sync™

Technicolor Color Certified or other user-defined settings can be assigned to any installed software application. Then, anytime that application is opened, the display automatically changes to those settings. All of this can occur transparently to the user.



Installed software applications can be associated with a specific setting.

System Requirements

- Any of these Windows® operating systems:
 - Windows Vista
 - Windows 7
 - Windows 8.1
- Supports VGA, LVDS, DVI, HDMI, or DisplayPort interfaces
- Supports notebook, all-in-one, and desktop monitor panels
- Compatible with the vast majority of today's Windows graphic controllers from Intel, NVIDIA, and AMD

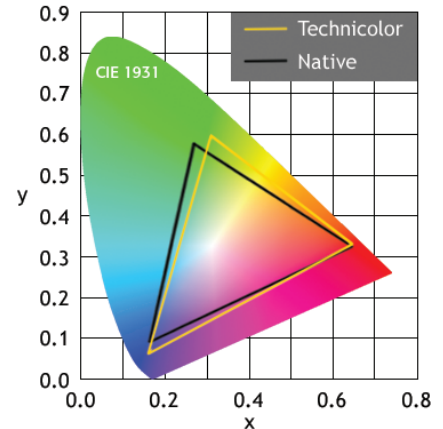
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What is The Technicolor Color Certified program?

The Technicolor Color Certified program is a process that controls the colors on the screen of a qualifying display to the strict Technicolor Color Certified specification.

A display that has gone through the certification process is labeled with the Technicolor Color Certified logo, assuring consumers that the colors they see on the screen are accurate to the way they were intended to be seen.



The result is a display that accurately shows colors in videos and DVDs, the way the artist intended. Web content can be seen accurately, giving online consumers confidence in their purchase decisions. And, users can be assured that their everyday jobs, such as productivity tasks, photo editing and sharing, and entertainment have colors that are accurately portrayed.

How can the certification help improve screen colors when the panels come from multiple sources?

Getting colors to match can be difficult when panels are sourced from various suppliers, their native colors will be slightly different. When displays are entered into the certification process, they are individually characterized and adjusted. After each display is Technicolor Color Certified, the visual appearance of the displays will be consistent.

Why is the Technicolor Color Certified program necessary?

There are many color standards in the display industry: sRGB, Rec. 709, Adobe RGB, etc., but none of them specify a tolerance to describe when a device is actually "in-spec" or "out-of spec". This distinction matters because a device that is supposedly tuned to sRGB may display photos inaccurately, or displays that purport to be tuned to Rec. 709 may actually be causing a loss in contrast and detail in the whites and blacks, and inaccurate face tones.

For OEMs, the Technicolor Color Certified program establishes boundaries to ensure adherence to its specification within a defined tolerance. For the consumer, this certification mark provides purchase decision guidance and an optimal viewing experience.