

COLOR RENDITION DEMONSTRATOR

See the effect of different light sources on an object

The Color/Light Relationship

All "color" begins with the light source. A colored print or object is not, of itself, "colored." The pigments or dyestuffs in the colored material selectively absorb or reflect certain wavelengths of the light source, thereby illuminating it.

A "red" apple, for example, has natural pigmentation which absorbs most of the green and blue wavelengths from a white light source, reflecting the red energy toward the viewer's eyes. Their eyes detect that energy and transmit a signal to the brain which identifies it as what has been learned to be "red." If the red energy of the light source is reduced, the red of the apple will also be reduced.

Three Light Sources

- Daylight
- Store light (cool white fluorescent)
- Home light (incandescent A)

The CRD-1 Color Rendition Demonstrator is an educational and communication tool that is used to demonstrate the visual difference that each of three light sources will have on identical color samples. It visually helps to explain to clients, vendors and staff how light affects color and why lighting standards are important for accurate color reproduction. With the CRD, it is easy to demonstrate how identical prints or other colored materials will look in a store, an office, a home and under full-spectrum daylight viewing conditions.



Graphics and Photographic Industries

The colors of images printed via offset, flexographic and photographic processes look different based on the light source used to view them. In the photo of the CRD-1 above, the exact same printed image is shown in each of the three compartments: the color difference is readily noticed due to the three distinct light sources.



Industrial Applications

The CRD-1 can also be used to show how the color of a variety of samples (for example, inks, paint, textiles, plastics, colorants) will look when viewed under the different light sources.

CRD Specifications	
Viewing Area for Each Compartment (W x H x D)	9.5 x 11 x 7.5"/24 x 28 x 19cm
Overall Dimensions (W x H x D)	29 x 14 x 8"/74 x 36 x 20cm
Weight	25 Lbs./11 kg
Power	81 watts

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