SHADE & SHAPE

MAKING SENSE OF COLOR, LIGHT, AND FORM

KONICA MINOLTA

Welcome to the First Issue of Shade & Shape

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Welcome

Professional industrial imaging and display is a serious business that depends on exact measurements of color and light and precise representations of shapes and dimensions. Professional users of our industrial colorimeters, spectrophotometers, spectroradiometers, light meters, 3D digitizers and related equipment know that their work has to be on target each and every time. In fact, your success depends on it.

We think that the news and information, the tips and tools, and the profiles and updates we provide on these pages will help you grow your business while also giving you an even greater understanding and appreciation of the fascinating world of color, light, shape and form.

And as much as we pride ourselves on our products and technologies, it is the strength of our customer relationships - people like you - that truly defines us as the world's best business partner for industrial imaging and measurement.

Shade and Shape, from Konica Minolta Instrument Systems Division, wants to help. And we would like to hear from you; your challenges, your successes, your questions, and what you'd like to see in future issues. Because your success is a substantial measure of our own. Go here to contact us.

Thank You and Welcome,

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Large Plasma Displays, Computer LCDs, Outdoor Screens and Compact Instrument Panels: Need To Measure Them All... Accurately?

The Konica Minolta CS-200 chroma meter is so advanced that it is expected to work for light-emitting technologies that are still only a gleam in research physicists' eyes.

But it's here today, ready to help you conduct accurate measurements of light sources as diverse as large plasma displays, computer LCDs, outdoor screens and compact instrument panels.

In fact, our new CS-200 is the only chroma meter on the market that offers the kind of accuracy and flexibility that other companies acknowledge can only be achieved with spectroradiometers, thanks to its 40 specially-designed sensors that perform advanced calculations, its half-second measurement speed, three selectable measuring angles, and handheld, ergonomic design.

There's a lot more. Just go here, and you'll see more about today's "future" chroma meter.

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The Display Expert: Dr. Raymond Soneira

Dr. Raymond Soneira, one of the top image display experts in the world, says we're right in the middle of the most exciting period of

display technology. And that means that your company is part of a hi-tech renaissance because of the equipment that you use and depend on in your daily work!

It's also nice to know that Dr. Soneira thinks Konica Minolta is one of the principal figures of this renaissance. His company, DisplayMate Technologies, produces proprietary test patterns that are used by manufacturers, test labs and publications for testing and evaluating display hardware, and his selection of the Konica Minolta CS-1000 Spectroradiometer for in-depth analyses is well documented in a series of print and on-line articles published last fall called the "Display Technology Shoot-Out."

"Finding an accurate and reliable instrument to do photometry and colorimetry is one of the most important decisions for anyone working with displays," Dr. Soneira told Shade and Shape. "First I asked other researchers for their own assessments, then I compared a number of them on various CRT, LCD, plasma and DLP displays to check their accuracy and consistency. The Konica Minolta instruments performed beautifully." Take a look at the Konica Minolta CS Series Spectroradiometer.

Dr. Soneira, who has a Ph.D in physics from Princeton University, spent five years with the Institute for Advanced Study in Princeton, and five more with AT&T Bell Laboratories. Konica Minolta is proud to be associated with him and his company, DisplayMate Technologies.

We have an expanded version of this article here, and for a look at Dr. Soneira's complete Shoot Out article, go here.

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Little Giant: The CM-2500c Spectrophotometer

Konica Minolta's CM-2500c spectrophotometer may be only eight inches long and weigh just a pound and a half, but it's a giant in its product category, setting new standards for fast, simple and accurate color measurement. For precise measurements virtually anywhere and in almost any position, the CM-2500c has a streamlined design and an operational simplicity that will help you get the job done.

It has a "Navigation Wheel" that is used like a computer mouse to quickly guide you through all menu operations, and a large information display that provides graphic or numeric data for all pertinent notations.

Many major manufacturers have already begun to recognize the high level of accuracy provided by our 45/0 spectrophotometer, thanks to such advancements as a ring-shaped light source that provides annular illumination that is more precise than other methods. One recent letter we received was from Volkswagen, who informed us that they have approved the CM-2500c for quality control of their auto interiors.

The CM-2500c spectrophotometer: it's compact, but it has a huge presence in the world of color inspection. So if you want to learn a little more go here.

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Hit the Road with the VIVID 9i

There are two ways for tire manufacturers to analyze the wear and tear on new tread patterns and other important design elements after tires are put through their on-the-road paces. One is to simply ask the test drivers. As professionals, their impressions are certainly valuable-although their evaluations will rely more on how they felt behind the wheel than on the specific consequences that tough maneuvers and road surfaces had on the new tires.

The second way is to use a state-of-the-art instrument like the Konica Minolta VIVID 9i, which can provide the most accurate inspections and computer models of scanned tires.

Tire manufacturing is just one of the dozens of industries that are huge fans of the VIVID 9i. By capturing shapes, textures and dimensional data of design models and prototypes with such clarity and detail, Konica Minolta digital technology is taking industrial 3D imaging to entirely new levels. Used for everything from `coins to cars,' the VIVID 9i can scan virtually any object in a few seconds. In addition to tire manufacturing, other industries on the VIVID bandwagon include: rapid prototyping, aerospace engineering, sheet metal production, medical diagnostics, anthropological preservation, tool and die qualification and product quality assessment.

Speaking of tires, the Konica Minolta VIVID 9i drives a hard bargain because, despite being technically comparable to digitizers that cost three to five times as much, we've kept ours economically priced. The VIVID 9i is effective as an on-line inspection station or as a portable survey tool for digitizing in the field. And its value to designers, manufacturers and consumers is often immeasurable because of how important the results can be: in the case of tires, for instance, the analysis provided by the VIVID 9i can be translated into improved fuel economy, minimized road noise, and vastly improved traction in wet and dry conditions.

For a broader look at the Konica Minolta VIVID 9i Portable 3D Digitizer, "On the Road," as well as some 3D images and more information about how digitizers work and what they're used for, jump on the bandwagon, fasten your seatbelts, and go here.

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Visit with Us In Person

Konica Minolta Instrument Systems Division participates in many trade shows throughout the year. Go here for our current schedule.

And How About This?

Need to learn more about Color and Light theory and application. Our technical team will come to your company and give you training.

Contact us for details on this exciting training, which could be at no charge. Call 888-473-2656, ext. 4207

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Is a Minute Worth a Camera?

In many ways, we're already partners - or at least we should be - so we might as well continue to grow together.

At Konica Minolta, we research, develop, manufacture and market the products you need to conduct business properly and earn the kind of profits that can keep your company vital and healthy. But in order for us to truly keep you in the loop for all the news and information you need to help you make the right technical decisions, we need to have up-to-the-minute contact information in our files.

Simply go here, fill in the blanks, hit send - and you're through! Everyone who sends us a complete contact update will have their name put in a drawing for one of two Konica Minolta digital cameras.

If the link above does not work with your email system, please go to http://kmpi.

konicaminolta.us/ISDContactInfoUpdate and enter the text 'March 2005 Newsletter' in the 'How did you find us?' field.

Keeping us up to date is a snap. Maybe in more ways than one!

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If you would like to share this information with your colleagues, please feel free to forward this newsletter to them.

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