

The HDR Experts



The Short Story

Unified Color's mission is to modernize the foundation of color in the 21st century digital world.

All "modern" imaging is based on concepts and technologies that were developed over 50 years ago for early color television and are limited by this antiquated color system. **Unified Color** has developed and patented a fully scalable Beyond RGB™ color system that is based on actual human vision. Human vision can distinguish a significantly larger range of color and brightness than even the most sensitive cameras and display systems available today. The Beyond RGB Color System is the foundation of our flagship product **HDR PhotoStudio** and will serve as the missing link to unlock the value of emerging high-end digital imaging hardware.

An Attractive Market

Unified Color is focusing on two attractive markets 1) the licensing of our underlying color technology to the worldwide community of digital imaging manufacturers and 2) software sales to the worldwide digital photography applications market. Sales of imaging products including cameras, displays and other devices totaled \$155 billion in 2008. Of this total, \$53 billion was comprised of digital photography applications sales, the second largest segment. In 2008 the U.S. photography software market was valued at \$327 million with continuing accelerated growth due to the massive adoption of DSLR cameras by the general public.

The Problem

Modern imaging models are uniformly based on the technology of the first color TVs invented in the 1950s, where the pallet of colors and brightness that could be reproduced was limited by the CRT technology of that time. These underlying color models are now completely inadequate for recognizing and displaying the broad array of colors that can be reproduced by the emerging, high-end displays of 2009 and beyond. What is needed is a fundamental change in the mathematics and algorithm strategies used in the underlying color model of the future so the broad color and brightness gamut of human vision can be managed as display technology continues to advance.

No other imaging model in use today can deliver the same wide level of color, brightness and accuracy.

The Solution

The Beyond RGB Color System is a revolutionary, multi-patented digital imaging platform that enables the ultimate in quality for still and video. Unified Color has solved several color science challenges and established a novel imaging paradigm that gives the industry new levels of efficiency, capability and quality. No other imaging model in use today can deliver the same wide level of color, brightness and accuracy. Our premier product **HDR PhotoStudio** incorporates this model to achieve never-before-seen and easy to use image editing features where even non-professional users can achieve high quality results. And, our industry leading compression technology makes easy management of the large files produced in this expanded color environment.