

# COLORCHECKER PASSPORT VIDEO PRODUCT BRIEF



Product Name	<ul style="list-style-type: none"> <li>• ColorChecker Passport Video</li> </ul>
Manufacturer	<ul style="list-style-type: none"> <li>• X-Rite, Incorporated</li> </ul>
Key Functionality	<ul style="list-style-type: none"> <li>• Obtain perfect exposure</li> <li>• Better match multiple cameras</li> <li>• Easily edit for mixed lighting</li> <li>• Camera testing pre-production</li> </ul>
Key Benefits	<ul style="list-style-type: none"> <li>• Reduce editing time</li> <li>• Gain ideal color balance</li> </ul>
Accurate Color vs. Ideal Color	<ul style="list-style-type: none"> <li>• Most filmmakers wish to create a certain look for their film/video. It's not always about getting absolute color accuracy. The ColorChecker targets help them get to an <i>ideal</i> neutral and color balanced place, so they can quickly and easily produce the consistent "look" they have in mind for each production.</li> </ul>
Who is target audience?	<ul style="list-style-type: none"> <li>• Independent Filmmakers</li> <li>• Hybrid Shooters (Still &amp; Motion)</li> <li>• Professionals and Hobbyists</li> <li>• Filmmakers using: <ul style="list-style-type: none"> <li>○ Adobe Premiere</li> <li>○ Apple Final Cut Pro</li> <li>○ DaVinci Resolve</li> <li>○ Avid</li> <li>○ Other video editing software</li> </ul> </li> </ul>
What targets are included in the ColorChecker Video?	<p><b>Video Target</b></p> <ul style="list-style-type: none"> <li>• Saturated Chromatic Row – Yellow, Red, Magenta, Blue, Cyan, Green that align to a vectorscope</li> <li>• Range of skin tones from dark to light and different undertones</li> <li>• Linear Grayscale steps for even gray balance, with extra steps close to the highlight and shadow regions</li> <li>• Highlight and Shadow grays including a high gloss black to ensure it is dark enough to capture the range of a digital camera</li> </ul> <p><b>White Balance Target</b></p> <ul style="list-style-type: none"> <li>• Creating in-camera white balance helps to start at a neutral point for all images you capture</li> </ul>

	<ul style="list-style-type: none"> <li>○ Eliminate color casts</li> <li>○ Make post production color editing faster and easier by eliminating the need to neutralize frames individually</li> </ul> <p><b>Gray Scale Target</b></p> <ul style="list-style-type: none"> <li>● White, 40 IRE Gray, and Black</li> <li>● align the exposure and contrast of cameras you may be matching</li> <li>● help ensure that mid-tones, such as flesh tones, are rendered accurately</li> </ul> <p><b>Focus Target</b></p> <ul style="list-style-type: none"> <li>● Facilitates center and edge focusing</li> </ul>
Portable Protective Case	<ul style="list-style-type: none"> <li>● Built for durability, the rugged design makes it ideal to take on every shoot – whether indoor or outdoor</li> </ul>
Ideal for:	<ul style="list-style-type: none"> <li>● Studio production</li> <li>● Location production</li> </ul>
Dimensions:	<ul style="list-style-type: none"> <li>● 4.92" x 3.54" x .35" / 125mm x 90mm x 9mm</li> </ul>
Help Included	<ul style="list-style-type: none"> <li>● Getting Started Guide (downloadable PDF)</li> </ul>