

COLORCHECKER PASSPORT VIDEO PRODUCT BRIEF



Product Name	<ul style="list-style-type: none"> • ColorChecker Passport Video
Manufacturer	<ul style="list-style-type: none"> • X-Rite, Incorporated
Key Functionality	<ul style="list-style-type: none"> • Obtain perfect exposure • Better match multiple cameras • Easily edit for mixed lighting • Camera testing pre-production
Key Benefits	<ul style="list-style-type: none"> • Reduce editing time • Gain ideal color balance
Accurate Color vs. Ideal Color	<ul style="list-style-type: none"> • 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.
Who is target audience?	<ul style="list-style-type: none"> • Independent Filmmakers • Hybrid Shooters (Still & Motion) • Professionals and Hobbyists • Filmmakers using: <ul style="list-style-type: none"> ◦ Adobe Premiere ◦ Apple Final Cut Pro ◦ DaVinci Resolve ◦ Avid ◦ Other video editing software
What targets are included in the ColorChecker Video?	<p>Video Target</p> <ul style="list-style-type: none"> • Saturated Chromatic Row – Yellow, Red, Magenta, Blue, Cyan, Green that align to a vectorscope • Range of skin tones from dark to light and different undertones • Linear Grayscale steps for even gray balance, with extra steps close to the highlight and shadow regions • Highlight and Shadow grays including a high gloss black to ensure it is dark enough to capture the range of a digital camera <p>White Balance Target</p> <ul style="list-style-type: none"> • Creating in-camera white balance helps to start at a neutral point for all images you capture

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