

# consistency matters



Spyder3Elite

Designed for professional photographers and studios, Datacolor's next generation in calibration accuracy lets you bring a new level of color control to your work. With enhanced precision and speed, Spyder3Elite can precisely calibrate all of your LCD, CRT laptop and front projector displays, including matching multiple studio displays to a single target. A unique SpyderProof function gives a series of real images to evaluate calibration detail from a photographer's point of view. A state-of-the-art optical design with the industry's only 7 detector color engine and 27mm aperture provide unrivaled performance. User-defined calibration targets, I-Star option, display history, Adobe RGB/Wide-gamut monitor support and measured black and white luminance give you total control of your digital workflow. Also included is an embedded sensor that automatically measures the ambient light within a room and provides you with options to change either your studio lighting or display profile if the ambient light changes. Maintaining a history log of lighting conditions, Spyder3Elite's Intelligent Ambient Light Control can intelligently discern true lighting changes from random fluctuations caused by studio flashes or shadows.

Whether shooting outdoors or in the studio, or editing in post, properly calibrated monitors are a key component in color management. A color-neutral workspace is absolutely essential for the most accurate reproduction of an image. If your monitor's settings aren't properly set, it distorts what a photograph really looks like.

Travel and food photographer Christopher Villano says if you aren't calibrating your monitors regularly, the settings will be off. Villano has been in the industry for about 10 years and he always uses a color calibrator for all of his monitors. After bouncing around between a number of products over the years, Villano has found a home with the Spyder3Elite, and for one simple reason—trust.

"I could be in a rain forest one day," says Villano, "shooting a scuba diver the next morning and then be 1,300 feet in the air that afternoon shooting cliffs and a lighthouse—all in a 27-hour period. So I really have to trust the gear I use. I have to know that what my histogram is showing me, and what the image looks like on the back of my camera, will be accurately reproduced on all my monitors straight through to the final prints.

Presenting the right colors to clients isn't an option, it's a requirement. The Datacolor Spyder3Elite is the tool Christopher Villano relies on to deliver perfect colors every time.

Photography By Christopher Villano



Mike Mander

"And this is especially true when I'm shooting food, where I'm tethered into a calibrated monitor so I can see what I'm getting as I'm shooting. I can't stress enough how important this is. I need to trust the colors I'm seeing, as well as the contrast. It's not just about the color. If your

contrast is way off, it can be misleading to the point where it will screw up your photograph."

Villano says he'd be apt to make changes in the lighting or the exposure if his laptop screen or cinema display wasn't spot on, which could cost him vital information in the highlights and shadows. Either that, or the client, if he or she happens to be at the shoot, could start panicking because they think the photographs are way off. Good luck trying to explain what they see isn't what the photos really look like, that they just need to trust you. The photographs are fine.

Even if the client decides to believe you, it makes you look like an amateur and causes a lot of unnecessary stress. But what if the images aren't fine, and you don't find out until much later in post. "Not good" would be an understatement.

"Like anything else in this world," says Villano, "your reputation walks before you. It's about building trust with clients. The person hiring you doesn't want to worry about having to explain why you screwed up. They don't have the time or the desire to listen to excuses. They want to know you can give them what they want, at a level of quality they expect."

After such a great experience using the Spyder2PRO, Villano was eager to try out the new Spyder3Elite—a tool that was specifically designed for pros and the way those pros work. Villano likes the design better, especially how it attaches to the screen. The new expert console and the ReCAL features in the Spyder3Elite are his favorite improvements, as these two functions speed up the entire process, essentially cutting the time it takes to calibrate in half! The less time it takes Villano to set the parameters of his work environment, the more time he has to create strong images.

For more information about the Spyder3Elite and other Datacolor calibration products, visit [www.spyder3.com](http://www.spyder3.com).

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