



## **Datacolor® SpyderLensCal™ Wins *Hardware Magazine* Singapore Silver Award**

*SpyderLensCal Provides Photographers a Critical Auto-Focus Calibration Tool*

**Lawrenceville, NJ – April 13, 2011** – Datacolor® ([www.datacolor.com](http://www.datacolor.com)), a global leader in color management solutions, today announced that the SpyderLensCal™, a fast, reliable method of measuring the focus performance on camera and lens combinations, has been named a *Hardware Magazine* Singapore Silver Award winner. SpyderLensCal allows photographers to obtain razor-sharp focus when using modern DSLR cameras with autofocus micro-adjustments.

Serving the Singapore community since 2001, *Hardware Magazine* (HWM) has grown to become South-East Asia's premier consumer technology title with independent editions in Malaysia, Thailand, the Philippines and Indonesia. HWM provides top-notch in-depth reviews, thought-provoking feature stories and award-winning product shootouts.

In its review of the SpyderLensCal, found in the March 2011 issue, *HWM* awarded the auto-focus calibration tool a score of 8 out of 10. It's full evaluation scored the tool 8.0 on features, 8.5 on user-friendliness, 8.5 on performance and 8.0 on value. HWM praised the tool, stating, "For the amateur photographer, getting your focus right can be tricky. Datacolor's SpyderLensCal aims to help you correct such problems. This is an invaluable tool to have, as [photographers] now have a proper reference target to base any adjustments on."

"The SpyderLensCal is an invaluable tool for photographers, and the acknowledgement of its utility from *Hardware Magazine* highlights the investment Datacolor has made in developing critical and cost-effective solutions for photographers to use throughout the entire workflow process," said Anita Hung, Sales Director, Asia Pacific, Imaging Color Solutions, Datacolor.



### **Availability and Pricing**

Datacolor SpyderLensCal is available at a suggested list price of \$59.00 from [www.datacolor.com](http://www.datacolor.com) or at participating resellers. An introduction video to SpyderLensCal is available at: [http://www.youtube.com/watch?v=t-JrUQO\\_Z5U](http://www.youtube.com/watch?v=t-JrUQO_Z5U)

**About Datacolor**

Datacolor is a global leader in color management solutions and color communication technology. The world's leading brands, manufacturers, creative professionals and consumers have been choosing Datacolor's innovative technology and solutions to consistently achieve the right color for nearly 40 years. A Swiss held company, Datacolor's global presence encompasses a sales, service and support network serving customers in more than 65 countries throughout Europe, the Americas and Asia, along with 13 worldwide operation and production facilities. Industries served include apparel and textile, paint and coatings, automotive, plastics, photography, home theater and others. For more information about Datacolor and its products or services, visit [www.datacolor.com](http://www.datacolor.com).

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