

NEXT LEVEL OF VIRTUALISATION TOTAL APPEARANCE CAPTURE

Dr. Francis Lamy | CTO & EVP | X-Rite

INTRODUCTION

WHO WE ARE

800+ Employees

17 Worldwide Offices

Vertical Manufacturing and R&D in the United States (Grand Rapids, Boston, Carlstadt), Germany (Munich, Bonn) Switzerland (Zurich) and China (Zuhai).

Sales and Service in

Grand Rapids MI, Tewksbury MA, Carlstadt NJ, Munich DE, Paris FR, Poynton UK, Prato IT, Hong-Kong, Shanghai CN and Tokyo JP.



INTRODUCTION

WHO WE ARE

Started **1958**

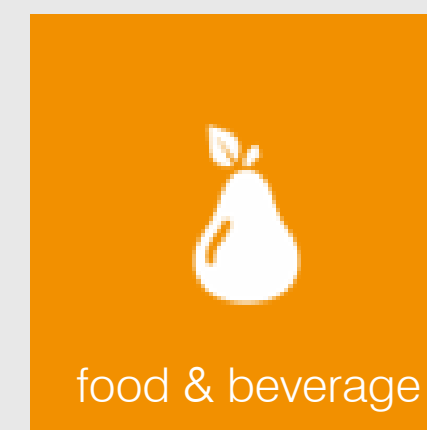
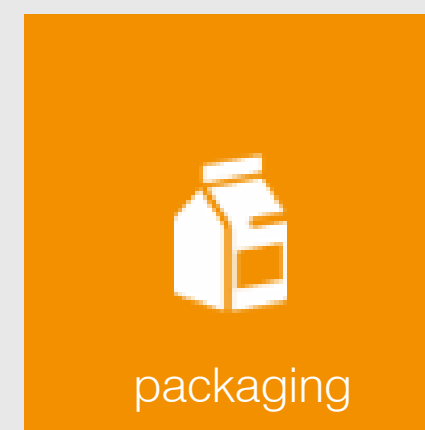
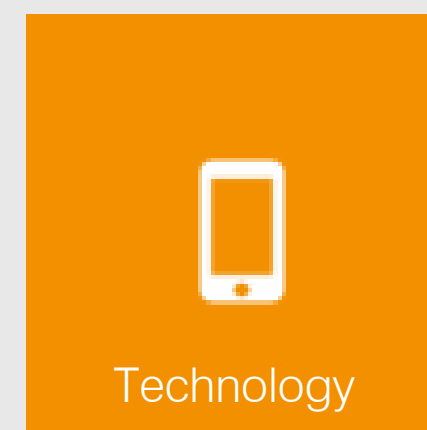
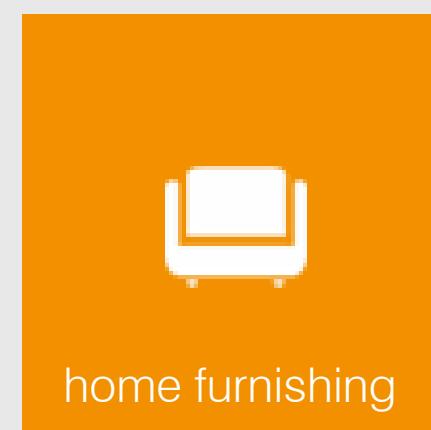
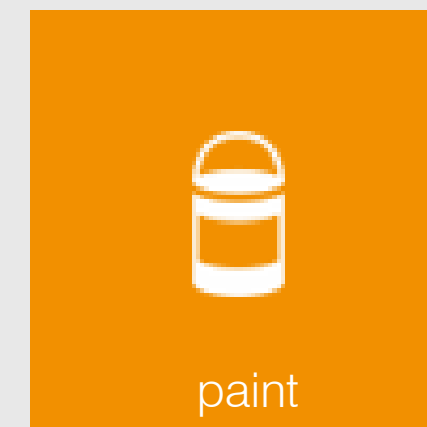
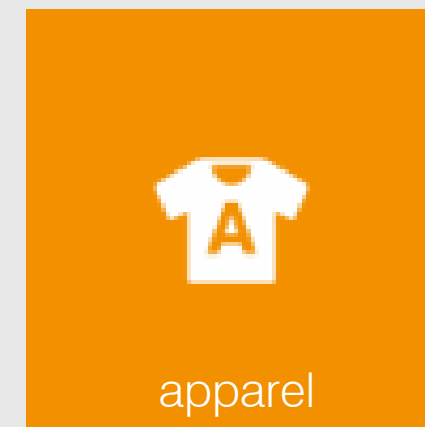
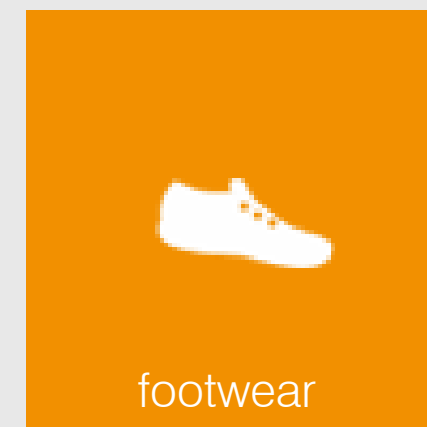
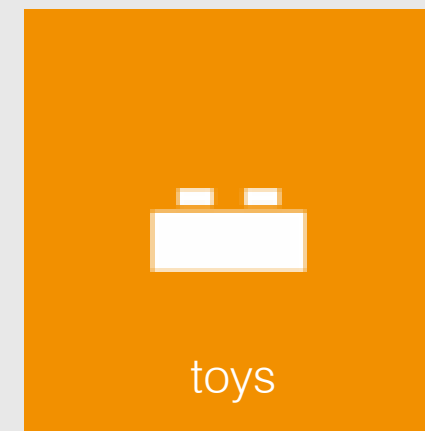
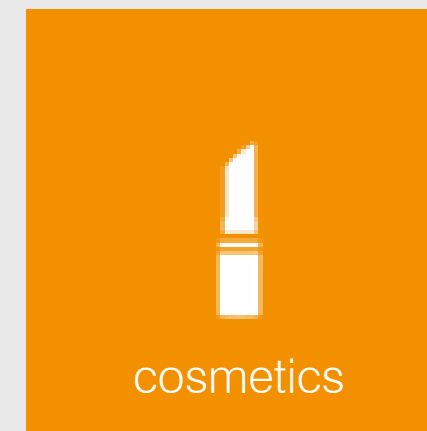
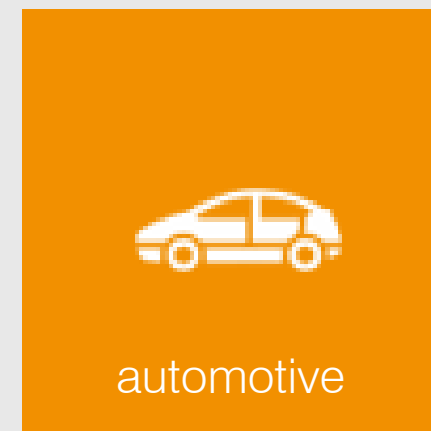
Public NASDAQ **1986**

Acquired by Danaher **2012**

KEY CUSTOMERS

- Brand owners/designers
- Printers and converters
- Textile, plastics & industrial
- Retail photo, paint & cosmetics

WE DEFINE and MANAGE COLOR ACROSS THE SUPPLY CHAINS for ALL CONSUMER GOODS...



COLOR IS ONE OF THE TOP 3 ATTRIBUTES THAT INFORMS CONSUMERS' BUYING DECISIONS.

\$1 Billion

Market Size

4-6%

Long Term Market Growth

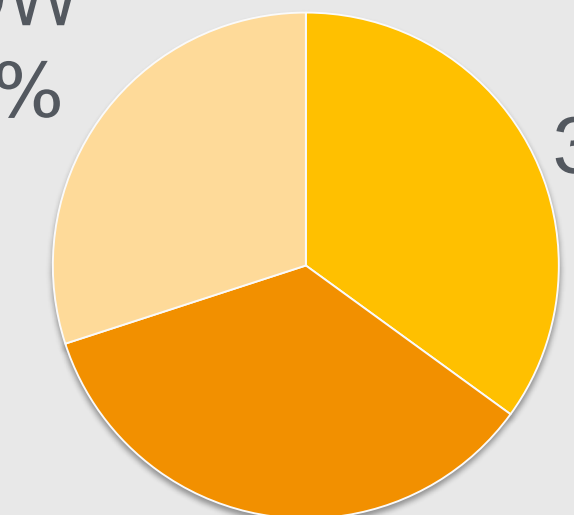
***\$275 Million**

80% Equipment

20% Software/Services

GEOGRAPHIC MIX (as % of 2012 sales)

ROW
30%

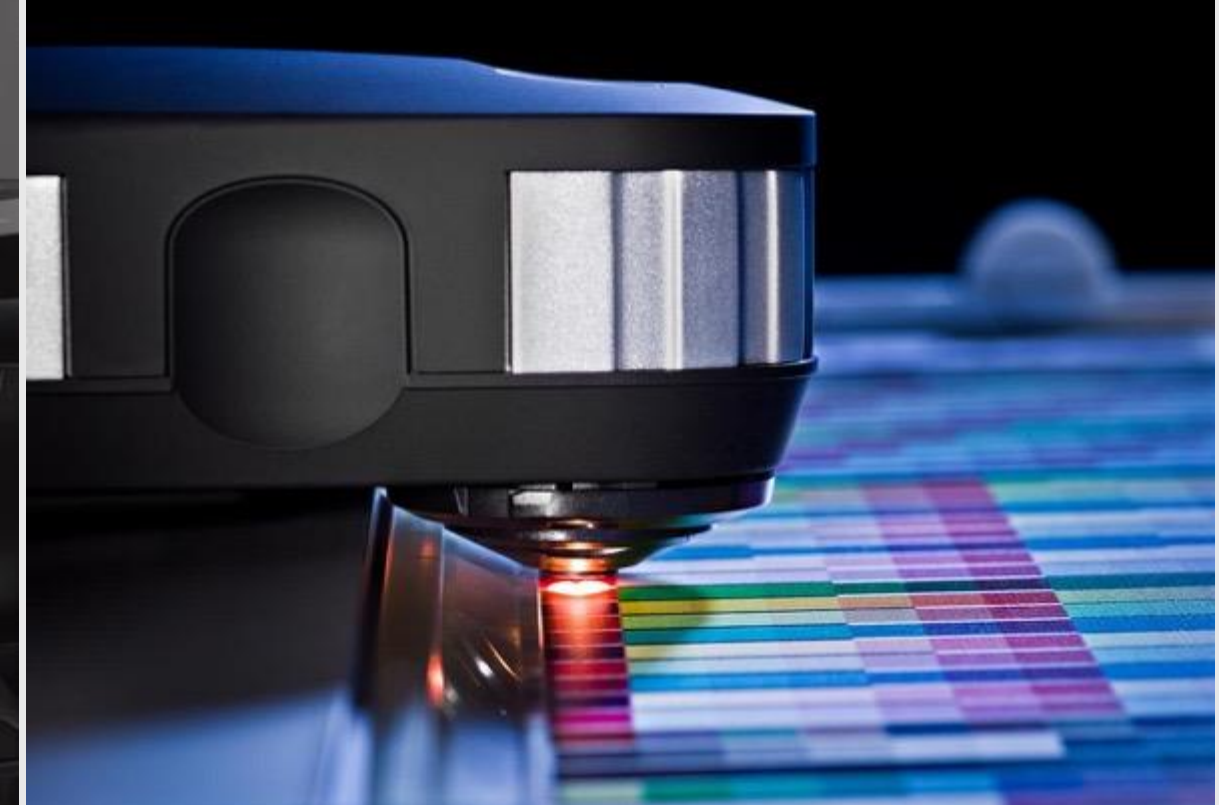


NA
35%

EMEA
A
35%

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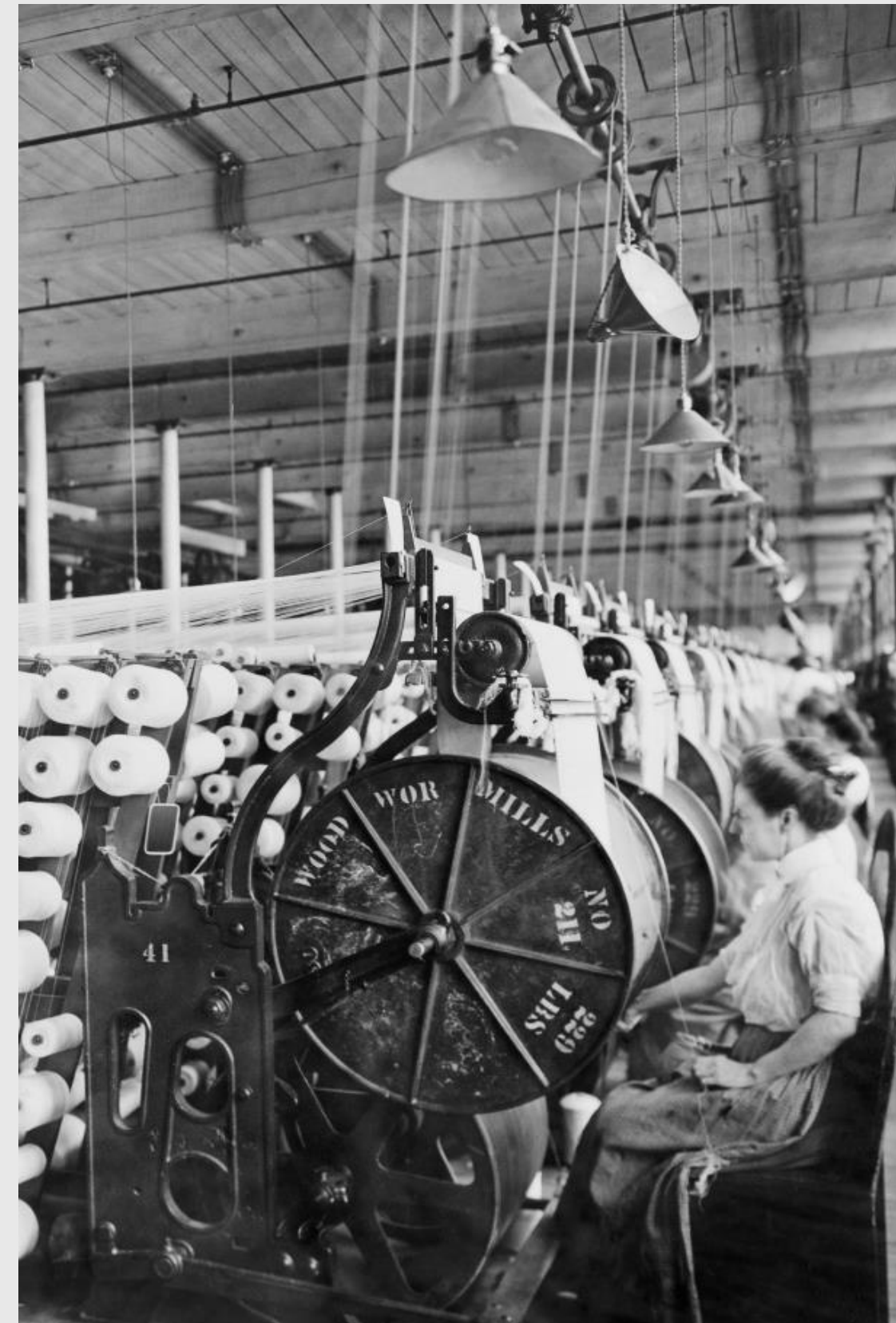


INDUSTRY 4.0

DRIVES THE NEED FOR VIRTUAL MATERIALS



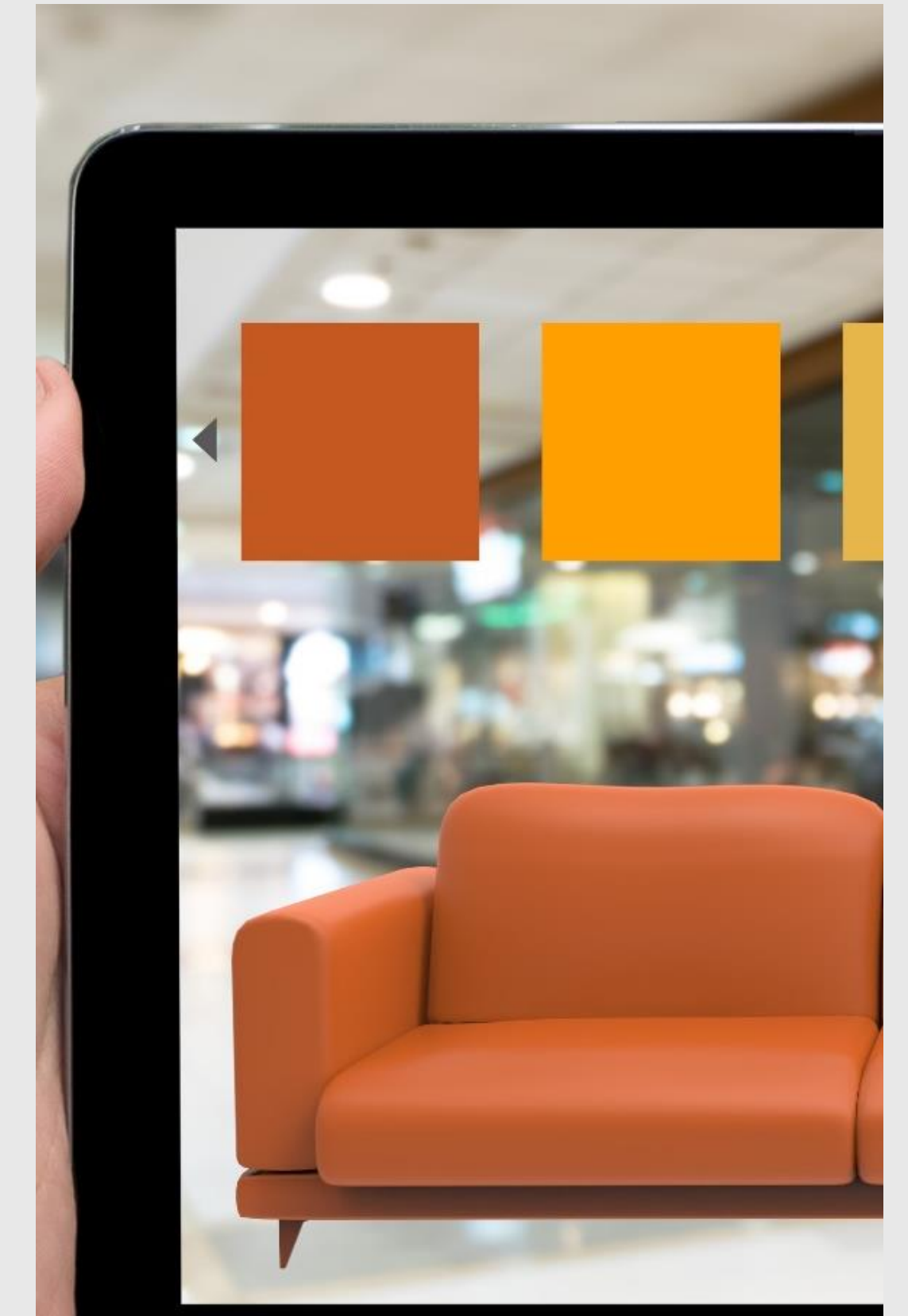
Industry 1.0



Industry 2.0



Industry 3.0



Industry 4.0

FUNDAMENTALS

WHAT IS MATERIAL APPEARANCE?



COMMUNICATE

THE APPEARANCE EXCHANGE FILE FORMAT



THE **AxF** FILE IS THE **DIGITAL TWIN** OF A PHYSICAL MATERIAL SAMPLE COMPRISING, FULL APPEARANCE MEASUREMENT INFORMATION PLUS METADATA.

PARTNER NETWORK

THE APPEARANCE EXCHANGE FILE FORMAT



HUMAN
SOLUTIONS
ASSYST
AVM



allegorithmic

RADEON
PRORENDER

LUMISCAPHE

MORE TO BE ANNOUNCED



Link to MDL



Maxwell



KeyShot

x-rite PANTONE®

QUESTIONS AND ANSWERS