



# 6P COLOR

## [Full Color Range™]

### Even the best gaming displays have limited color range and accuracy.

The issue is in the way color is encoded and transported. Today's gaming systems and native display capacities can handle more. Current color technology unnecessarily limits viewer experience and deeply suppresses accuracy. Consumer research reveals that gamers care deeply about color range and accuracy.

- **Gamers adjust color settings:** Over 75% of gamers are dissatisfied with color and adjust settings themselves.
- **Color discrepancy in visualization is an issue:** Over 50% of gamers note problems in color visualization.
- **Realistic display is vital:** Gamers rate realism as the #1 factor when considering a gaming display.
- **Serious gamers willing to invest in color:** Over 60% of professional, streaming, and competitive gamers state they would be willing to invest in technology that maximizes the color experience.

## OUR SOLUTION:

### The Revolutionary Full Color Range™

- Works with all display and end-to-end color management system applications
- Color now acts as mapped digital data points in a next-generation, end-to-end system

### Full Color Range

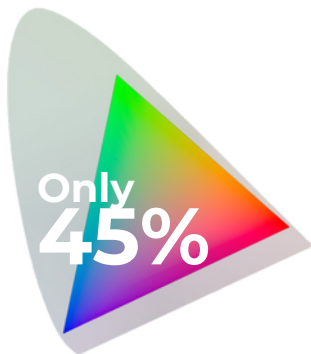
A proprietary file/stream codec containing 100% of human visual spectrum with dynamic metadata describing the artists' intent for any device.



### 6P Color Engine

The processing engine for importing/exporting FCR files and streams. Runs in hardware or software to apply color processing and convert to native gamut.

## Unlocking the "Full Color Range"™



Current color encoding serves **ONLY 45%** of visible color gamut, **constraining reality and accuracy.**



FCR digitally maps color with a revolutionary system that displays **100% of visible color.**

## Key Benefits

- Enhanced color range\* by unlocking native gamut for any display type
  - Exact color reproduction and rendering intent via colorimetric encoding
  - Reduce costs, design cycle time, power utilization, and more through feature-rich color engine
- \*Requires a display to offer native gamut mode.

**FCR is what's next** for displays, projection, streaming, gaming, ar/vr, digital imaging, OOH, smartphones and more.



**Color without Limits**

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