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RIT/NTID Receives Gift of Master Colors HVC Color Composer Software

July 15, 2007

Rochester Institute of Technology's National Technical Institute for the Deaf in Rochester, N.Y., recently received Master Colors' HVC (Hue Value and Chroma) Color Composer software to support its Arts and Imaging Studies program.

The Color Composer software, worth an estimated \$23,000, creates a variety of color combinations to assist design professionals.

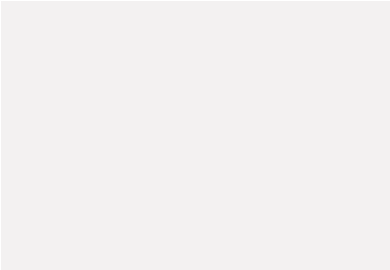
"The HVC Color Composer represents the state-of-the-art in color technology, which is a central component of our Arts and Imaging Studies curriculum," John Cox, chairperson of NTID's Arts and Imaging Studies Department, said. "This gift will enable our deaf and hard-of-hearing students to train and become familiar with advanced industry-standard processes, thus greatly enhancing their readiness for productive careers."

"We at Master Colors believe that our technology via the HVC Color Composer is a natural fit with RIT, which is one of the most prestigious and important institutions for color science in the world," said Neil Murphy, Master Colors' vice president of sales and marketing. "HVC is the natural way of thinking about color, and those three variables - Hue, Value and Chroma - must be accounted for to come up with an accurate numerical contrast between colors. With this knowledge, all of the experience acquired by an artist will immediately become more powerful because the artist can now place all of this intuitive knowledge into simple harmonic structures, which will enable them to take their artistic powers to new heights."

Master Colors also donated software to RIT's School of Print Media. The software, worth more than \$3,000, will be utilized in the school's color management courses.

Founded in 2000, Master Colors is the leader in color quantification technology. Their patented technology produces true harmonic color palettes organized at the fundamental level of combined HVC contrast. Master Colors' products have revolutionized the field of color composition for designers, illustrators, artists, photographers and pre-press operators as well as producing more accurate color for final output on press.

Rochester Institute of Technology is internationally recognized as a leader in computing, engineering, imaging technology, fine and applied arts, and for providing unparalleled



support services for students with hearing loss. RIT is home to the National Technical Institute for the Deaf, where more than 1,100 students with hearing loss from around the world study, live, and socialize with 14,400 hearing students on RIT's Rochester, N.Y., campus. U.S. News and World Report has consistently ranked RIT among the nation's leading comprehensive universities.

Rochester Institute of Technology

National Technical Institute for the Deaf

52 Lomb Memorial Drive | Rochester, NY 14623 | Office of Admissions: 585-475-6700 (voice/TTY)

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