

Color Munki makes it easy

Focus 2008 saw the launch to a privileged few of the new X-rite Color Munki, distributed in UK by colour management specialists Colour Confidence and billed as the "...do everything, go everywhere solution that gives photographers the ultimate colour control."

Nigel McNaught was at the launch and spoke afterwards with Javan Bramhall of Colour Confidence.

NM: Javan, why is Color Munki different from its predecessors?

JB: Color Munki is a simplified approach to matching monitor to printer enabling the photographer to deliver images that can be correctly viewed by the recipient. It includes all the elements that a photographer can want to produce reliable and consistent colour.

NM: So who is the target market?

JB: The DSLR user is the prime market for Colour Munki and so we will be looking to DSLR retailers to sell it. It will be priced at around £300 with a realistic margin making it a worthwhile add-on sale for the retailer.

NM: How are you going to get the message across to the end user, what are your advertising plans?

JB: The message will be delivered through a mixture of press relations and an intensive product reviews programme, as well as advertising. This will be conducted across a broad range of photographic titles in the first instance, and then secondly, in the broader technology titles. The advertising, as with all Colour Confidence advertising, will combine product and brand driven adverts, with advertising driving business to the retailers.

NM: Packaging is very important with this type of product which has to tell the story quickly and simply. Do you have any



other in-store means of communication?

JB: We fully intend to support the retailers with a selection of point of sale material. This will include product information pop up boards, demo units for possible demonstration, and the potential for flash videos to be delivered at the store. We hope to be able to make demo units available, however this may not be immediate. As is expected with a new product stock will be relatively scarce in the immediate launch period.

NM: Do the retail staff need any training?

JB: The ColorMunki is designed to be extremely easy to use and understand and should not require any training. It is a basic story, this product makes it easy to get your monitor and printer to produce accurate colour. Colour Confidence do hold dealer training days to cover some of the more complex products but this should not be necessary for these products.

NM: Is technical support handled directly by you?

JB: Technical support is handled by Colour Confidence and X-Rite directly

NM: Finally Javan, if you say the words "colour management" to most photographers they go pale and weak at the knees. Have you come up with a better name than "Colour Management"?

JB: Straight answer is "no". We appreciate that this is an ongoing challenge but products like the Color Munki with the support of retailers will overcome that attitude.