

CUBE CREATORS UNVEIL NEW IDENTITY AND PHOTOSHOP INTEGRATION

MELBOURNE, Australia—18 August 2015—Palette®, formerly known as SwatchMate, today unveiled its new name and identity alongside the release of an industry first, Cube Link for Mac.

“Palette, our new name and identity extends our mission to build creative tools for creative people. What started as a university project has grown up and we’re ready to take on new challenges” says Djordje Dikic, Palette’s CEO and co-founder.

Palette collaborated with Melbourne-based Projects of Imagination to deliver its new brand identity and Los Angeles-based Sandwich Video to produce a new video.

“Palette is a better reflection of what we offer our customers. Whilst color capture and matching is the backbone of Cube, our foundation product, we have found that it’s the creativity that Cube inspires that our users are engaging with most,” says Dikic.

Palette also announced the release of Cube Link for Mac, introducing industry first functionality for its portable color digitizer, Cube.

Cube Link allows Cube users to import real color directly into Adobe Photoshop. Once connected, captured colors can be matched to over 7,500 digital color profiles, including PANTONE.

“Our customers love using Cube, and they’ve been very vocal about wanting Cube to work in even more places, especially Photoshop. We see many more of these integrations in the future.”

Palette today also announced the successful close of its Series A funding round, raising AUD\$1 million, earmarked to grow the team and extend Palette’s growth into new industries (NB: deleted “color”).

Cube Link for Mac is available to download for free at www.palette.com

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About Palette

Palette is a young collective of designers and engineers that believe people become artists when provided with the right tools. Palette's flagship product is Cube, the portable color digitizer. The ultimate creative assistant for anyone who works with color, Cube removes the guesswork from color matching and brings inspiration to life.

Cube is available for USD\$179.95 at palette.com.

Palette. Creative Tools For Creative People.

Technical Cube Details

- **Highly Accurate:** We understand how important it is to get it right the first time. Cube uses a controlled light sequence through an aperture to identify and capture the color you want.
- **Seamless Pairing:** Bluetooth connection as it should be: no settings menus, no confusing pairing rituals. Just open the Cube Companion app and turn Cube on. Clear, stable, simple.
- **Color, the Way You Want It:** Cube can output colors in RGB, CMYK, HEX, LAB, and LRV color spaces, with support for multiple color profiles as well. You're in (color) control.
- **Measure Ambient Data:** Cube reports Light Intensity (Lux) and Ambient Temperature (°C/°F) readings.
- **Supported Colour Libraries*:** COPIC, Benjamin Moore, Dunn Edwards, Behr, Interpon RAL, Kelly Moore, Montana (Gold and MTN94), Holbein (Acryla Gouache, Oil Colours, Water Colors, Heavy Acrylic), Ecos Organic, Molotow, Photoshop's color libraries—including PANTONE.

*Note: Paint matching is not supported in Australia and New Zealand

Additional Information

User Guide and Tech Specs:

<http://palette.com/downloads.html>

Video:

www.palette.com

Image Downloads:

<http://palette.com/press.html>