



Advancing The Art Of Lighting

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WYBRON IPHONE APPLICATIONS RELEASED

Two new iPhone and iPod touch applications developed by Wybron are bringing an innovative, high-tech approach to choosing and mixing colors for the company's color scrollers.

The Gel Swatch Library lets users browse, compare, and search nearly 1,000 gel colors made by GAM, Lee, and Rosco, showing similar and complementary colors for each shade. The CXI Color Calculator lets users create nearly 500 different colors for the CXI IT dual-gelstring color-mixing scroller.

The applications earned rave reviews from customers within hours of being released July 13 through Apple's App Store.

"As a lighting professional, I am thrilled for this and the CXI application, truly a great utility to have in the field and on the go!" one customer wrote on iTunes. "Exactly the type of app that I was wanting," wrote another customer.

The Gel Swatch Library catalogues hundreds of gel colors, each displaying its Spectral Energy Distribution curve and CMY/RGB percentages. The clean interface gives a side-by-side look at similar and complementary colors for every gel, and the search feature makes it easy to find a particular gel by name.

The Gel Swatch Library condenses the information found in gel swatch books into a simple interface for the sleek Apple devices already in the pockets of many lighting pros.

"It allows you to search across all the major manufacturers for a gel name and takes you directly there," says Scott Longberry, Wybron engineer and co-developer of the application. "No more flipping through large swatch books trying to find that specific color."

The CXI Color Calculator simulates the color-mixing capabilities of the CXI with two overlapping gelstrings of cyan, magenta, and yellow. As the colors blend, different shades appear at the top of the screen, along with the numerical values to be entered into a control console to replicate the color on stage. The application also displays the values necessary to produce several GAM, Lee, and Rosco gels.

The Color Calculator condenses the information found on the plastic CXI color wheel.

“Using the old wheel color calculator at a tech table in a dark theatre didn’t work too well,” says Miles Dudgeon, Wybron’s marketing director and co-developer of the application. “That’s not a problem with the illuminated screens on the iPhone and iPod.”

The applications show Wybron’s commitment to developing innovative products that keep lighting pros ahead of the curve, according to Wybron President Keny Whitright.

“We don’t want to just keep up with new lighting technology – we want to lead the way,” Whitright says. “These applications took a lot of work and a lot of time to develop. They turned out great, and they’re going to help a lot of people.”

Wybron was part of a select group of programmers chosen to join Apple’s developer program. As of the Apple World Wide Developer Conference last month, only about a sixth of those who applied had been accepted – about 4,000 approved developers out of an estimated 25,000.

The Gel Swatch Library costs \$9.99, and the CXI Color Calculator costs \$4.99. Both can be downloaded from the Apple App Store, accessible through an icon on the iPhone and the iPod touch or the iTunes store.

To go directly to the Gel Swatch Library in iTunes, click on this link:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=285259613&mt=8>. To go directly to the CXI Color Calculator application in iTunes, click on this link: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=284971655&mt=8>.

As the applications add more features, customers can download free updates.

For more information about the applications, visit www.wybron.com, or call (719) 548-9774. To learn more about the iPhone and iPod touch, visit www.apple.com.

The iPhone and iPod touch are property of Apple, Inc.

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GRAPHICS: Screenshots available