BASF
The Chemical Company

Product Information

PigmentViewer

Color Visualization Software from BASF

Features

- Opportunity for early stage decisions
- Differences in perceived colors can realistically be displayed on computer screens

In the aerospace industry, shortening the development cycle creates economic advantage. Choosing the right color scheme for a given application without doubts or error can be an important discriminator.

When formulating new color shades, lots of different factors have to be taken into account. With BASF's technical expertise, creating new products in the coatings industry becomes less complex and time-consuming. The unique, innovative PigmentViewer software developed by BASF, which has now been launched on the market, offers our customers the opportunity for early-stage decision findings in pigment selection.

The computer-animated visualization gives a realistic color impression and allows coated surfaces to be viewed in three dimensions. With just a few mouse clicks, the customer can either use the general pigment overview or the filter function to select specific pigments from the BASF range and visualize them on different substrates. Also, two different pigments can be directly compared to each other on the very same object.

Differences in the perceived color appearance can be displayed very realistically even on uncalibrated monitors, because BASF has entered all the relevant data for select pigments into the system. The data was obtained by multi-angle reflectance measurements on coated metal plates. The virtual scenery can be simulated as full shade, white reduction or as a metallic reduction under either daylight (D65) or fluorescent light illuminations (F11).

A useful feature of the PigmentViewer is that it combines a graphic presentation of CIELAB color coordinates with extensive technical information on the pigments. Additionally, this new software also provides access to product data sheets and other technical details such as reflectance curves.

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