



Concrete Palette™

Introducing Concrete Palette™

The first computer-visualizing software tool that turns colors viewed on a computer monitor into colors cast in concrete.

The Concrete Palette™ is specifically calibrated to work together with the Chameleon™ automatic color dosing system and Hydrotint® liquid color pigments as manufactured and marketed by Davis Colors USA.

With the Concrete Palette™, architects, contractors and concrete producers can view different concrete colors on a PC monitor and convert the color into a recipe the concrete producer can enter into a Chameleon™ system. The Chameleon™ system weighs the exact amount of primary liquid colorants according to the recipe and injects the liquids directly into the concrete mixing process.

In addition to working with Concrete Palette™, authorized ready-mix or precast producers equipped with Chameleon™ systems can provide a certificate of conformance for any color batch, supply hundreds of different colors at a moments notice and adjust or customize colors for special projects.



Features

- Turn colors on your monitor into colors in concrete
- Store color selections by project or by color swatch
- Share color swatches with colleagues
- Simple click ordering of sample swatches
- Colorize sample project photos
- View the effect of different surface finishes
- Over 17,000 color recipe combinations
- Includes automatic color cost calculator

Automatic, Accurate, Verifiable Color

The Chameleon™ is a computer-controlled automatic concrete color system that meters a precise amount and combination of primary liquid color additives directly into the concrete mixer with digital accuracy. Ready-Mix producers equipped with the Chameleon™ system use the recipe you create on Concrete Palette™ and convert it into a concrete mix that approximates the color you see on your monitor.



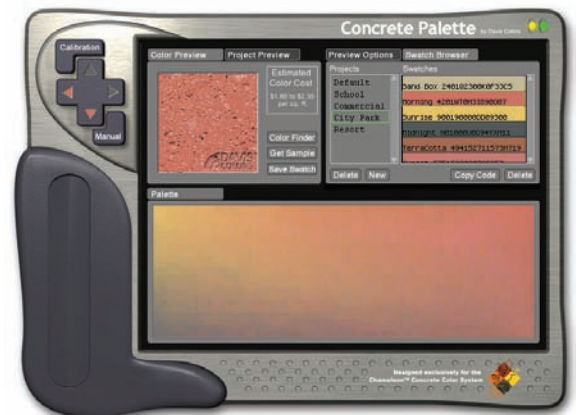
View Color Samples & Colorize Concrete Project Photos

With the Concrete Palette™ you can view a "virtual sample tile" and then see what the color looks like in five different sample paving or architectural concrete project photos. You can enlarge the photo and see the impact of small color changes using the 'color tuner' button. After selecting a color, you can request a sample swatch or order a custom-made concrete tile sample by clicking the "Get Sample" button. There is a processing fee for color samples.



How close is the color monitor sample to real life concrete?

We have attempted to calibrate the on-screen color representation to resemble, as closely as possible, actual concrete reference samples made in our laboratory and viewed in a controlled lighting environment. Despite this, there are several reasons why the color of concrete may not match the on-screen representation. Actual concrete color is influenced by its lighting conditions, surface texture, cement color, sand color, the amount of water added to the mix, placement conditions and contractor finishing methods. A video representation cannot imitate or simulate the texture and reflectance of an actual concrete surface. Your monitor settings, monitor condition and viewing environment can cause the color displayed to be different from the reference standard. For these reasons, we strongly recommend making final color selection from a sample pour using actual job-site materials and finishes.



System Requirements: Windows 98 or higher, Mac 8.5 or higher, 128MB RAM, 20MB free disk space, Monitor Color Setting 800 x 600 (75Hz)-24bit, Millions or True Color.

For more information visit www.concretepalette.com or contact:

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