



Advancing The Art Of Lighting

FOR IMMEDIATE RELEASE
Dec. 17, 2008

CONTACT:
Jennifer Wilson
Wybron, Inc.
(719) 548-9774
jennifer@wybron.com

WYBRON RELEASES UPDATED GEL SWATCH LIBRARY FOR IPHONE

More gels and more ways to compare and sort them come with the latest version of Wybron's award-winning Gel Swatch Library for the iPhone and iPod touch.

Gel Swatch Library version 1.2.0, now available through Apple's App Store, gives users more options in browsing and searching nearly 1,000 GAM, Lee, and Rosco gel colors.

Users can now compare any two colors in the library, not just similar and complementary colors. And the complementary feature now offers 12 complementary colors instead of the previous six – an improvement suggested by lighting designer Richard Pilbrow.

Other new features:

- Sort gels by how they're organized in the physical swatchbook
- E-mail comments directly to Wybron with the feedback button
- Maintain a list of recently viewed gels even when using other applications
- View gels by manufacturer line – for example, Rosco E-Colour and Lee HT

The Gel Swatch Library earned the ESTA Member's Choice Product Award in the "Widget" category at LDI in October. Since its July introduction, more than 1,700 copies have been purchased, and the application has been praised by many in the lighting industry.

"We've been listening to our customers, and we think these updates will make the application even more useful to them," said Wybron's Scott Longberry, head developer of the Gel Swatch Library.

In the comments section of the Gel Swatch Library page on iTunes, one customer shared how he "used the heck out of this app."

"A touring company sent me their rider with three different brands of gel on their lighting sheets. I was able to quickly cross-reference each color and get the colors close enough to keep them happy," the customer wrote. "I had most of what they wanted but not quite the same brand. ... I don't have the budget (rather, a budget at all) to accommodate every touring group that comes here. This helped me do just that with what I had in my inventory."

The updated application still offers the same features as before – letting users search for gel colors by name or number and displaying each color’s Spectral Energy Distribution curve and CMY/RGB percentages.

Customers who have already downloaded the Gel Swatch Library will be notified when the update becomes available. They can download the updates at no additional charge.

For more information visit www.wybron.com or call (719) 548-9774.

ABOUT WYBRON

Wybron designs and manufactures innovative, practical, and high-quality lighting equipment for some of the biggest entertainment productions in the world. Wybron remains committed to standardized two-way communication protocols that help users more easily manage their lighting rigs – sending valuable feedback from your lighting equipment to your laptop.

###

PHOTO: swatch_update.jpg – Compare any two gel colors in Wybron’s Gel Swatch Library with the latest version released Dec. 17.