

Press release

For the most realistic simulation of apparel: Assyst and X-Rite Pantone announce cooperation

Munich, 04/07/2018 **3D is the key technology for the digitalization in the apparel industry – the simulation of clothing offers a lot of opportunities. For best simulation results, Assyst and X-Rite Pantone announce their soon starting cooperation, which will combine Assyst’s leading 3D simulation software for apparel with X-Rite Pantone’s outstanding appearance capture solution.**

At Assyst’s Fashion Forum 2018 in Munich, the two companies introduce their cooperation for the first time. "We want to continuously expand our pioneering role in 3D clothing simulation," says Dr. Andreas Seidl, CEO of Human Solutions Group. "The collaboration with X-Rite Pantone will take material presentation in Vidya to a new level of reality." For this reason, X-Rite’s Total Appearance Capture (TAC) Ecosystem will be integrated into Assyst’s 3D-software Vidya.

“Total appearance is much more than just color. It is the visual sensation through which an object is perceived. It encompasses not only color but size, texture, gloss, transparency and opacity”, explains Dr. Francis Lamy, Executive Vice President and Chief Technology Officer of X-Rite Pantone. “Traditionally, the capture and virtual rendering of material appearance has been a challenging and time-consuming manual process. TAC’s precise measurements of

physical materials ensure that visual appearance can be presented digitally without manual tweaks, freeing designers to unleash their creativity. With TAC, each step of the product development process – from marketing to production – has access to truly physically correct digital materials, ensuring consistency of presentation.”

About Assyst

Digital is now! For almost two decades, the companies of the Human Solutions Group have been shaping digital work in the apparel industry with their solutions. The Group covers the entire process chain, from design to the store. Based in Kaiserslautern, Germany, the Group operates all over the world, with more than 200 employees at four locations in Germany, Italy and the USA and partner companies in more than 50 countries.

About X-Rite

Founded in 1958, X-Rite Incorporated is a global leader in the science and technology of color and appearance. With its wholly owned subsidiary Pantone, X-Rite employs more than 800 people in 11 countries. The company's corporate headquarters are located in Grand Rapids, Mich., with regional headquarters in Europe and Asia and service centers across Europe, the Middle East, Asia, and the Americas. X-Rite Pantone offers a full range of solutions used by manufacturers, retailers, printers, photographers and graphic design houses to achieve precise management and communication of color throughout their processes. X-Rite Pantone products and services are recognized standards in the printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles and medical industries. For further information, please visit www.xrite.com. For the latest news, information and conversations, connect with X-Rite on LinkedIn, Vimeo, Twitter, and Facebook

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