

Portrait Displays Buys SpectraCal

Written by Bob Snyder
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Two display enhancement and calibration tool developers become one as **Portrait Displays** acquires

SpectraCal

, creating a "leading end-to-end provider of display control, custom software and colour accuracy-solutions."

"Joining forces with SpectraCal was a natural next step for us in broadening our product offering to meet more sophisticated customer requirements," Portrait Displays says.

"SpectraCal's success with CalMAN color calibration software applications and turnkey integration with the leading color measurement devices is highly complementary with Portrait's product focus. Portrait's customer concentration targets OEMs in the PC display industry, while SpectraCal's CalMAN is the globally-recognised display calibration software used by studios, Pro AV, broadcasters, home theatres, etc. CalMAN is also commonly used by test centers, analysts, and video installers throughout the world."

Once the deal is finalised Portrait plans to integrate both products and future development, even if the two companies should retain focus on their own core products. Financial details of the acquisition are not available.

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