

# Master Colors

**For Immediate Release  
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## **Master Colors LLC announces the release of The HVC Color Composer, Standard and Pro Versions at Mac World 2005 San Francisco**

In August, Master Colors was honored at the Seybold Show in San Francisco with the show's Hot Pix Award for its astonishing, break-through software.

In January 2005, Master Colors will introduce two new software products at Mac World in San Francisco, The Master Colors HVC Color Composer in both a reasonably priced Standard Version (\$49.95) and a PRO Version ((\$129.95).

This Mac Photoshop plug-in has no competition in the market because it is the only software of its kind, and is bound to become an instant classic for professional artists, designers and digital pre-press managers, all around the world. ***"This utility brings Professional quality color to the finger-tips of the design world,"*** said Casey George, Digital Pre-Press Manager at Great Western Litho. ***"This is the must have plug-in for Photoshop."***

Rather than presenting static palettes that have no relation to the artwork in progress, with the HVC Color Composer the artist has the option to call up one of millions of possible palettes that are instantly created by the Master Colors HVC Color Composer to specifically work with colors chosen for the job. The software does the math; the artist simply picks the colors that fulfill the requirements of the work in progress. There is nothing else like it.

Each of the palettes is harmonically coherent so that the colors look stunning in the artwork, guaranteed every time. The HVC Color Composer also opens up an infinite variety of unexpected color combinations that are sure to delight serious artists and color professionals.

Also new this year is the HVC Color Composer Auto Range Function, which gives a wide range of precise, mathematically organized contrast ranges all in one palette, so that just one palette can do it all for many types of art work.

This is bound to radically revolutionize and improve the way color professionals perform in the workplace or at home. Mac World runs from Jan. 10 to Jan. 14 at the Mosconi Center in San Francisco. For the first time ever, the Master Colors HVC Color Composer gives every color professional total control and power over color. Master Colors LLC will be exhibiting in booth #649.

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