sRGB stands for Standard Red, Green, and Blue – the colors used as the basis of color reproduction in CRT monitors, LCD panels, projectors, printers and other devices. The sRGB color profile uses independent color coordinates which can be translated into the corresponding color coordinates on each device, ensuring natural-looking, uniform color reproduction, regardless of the color system used by the device itself.

**Who developed this color profile?**
sRGB was developed by Microsoft Corporation, as a standard for managing color that is optimized to meet the needs of all computer displays without requiring that graphic files include specific color element data for interpretation on the display device. Incorporated in all current Microsoft software, including Internet Explorer, Windows, and Microsoft Office, the sRGB color profile enables accurate processing and interpretation of all color graphics and files.

**How is Mitsubishi involved with the development of sRGB?**
One of the first companies to recognize the potential of sRGB technology, Mitsubishi Electric moved quickly to develop display devices that complied with the new standard. In 1999, Mitsubishi introduced a new line of LCD projectors incorporating its award-winning ColorView® Natural Color Matrix — a color management system that enables LCD-based displays to produce colors that precisely match their natural counterparts.

As a result, Microsoft named Mitsubishi Electric as a primary partner in developing the elaborate testing and evaluation methods for certifying sRGB Color Profile compliance in front data projectors. In January 2001, Mitsubishi introduced the X80, the world’s first sRGB-compliant LCD projector. The combination of sRGB with the ColorView® Natural Color Matrix results in rich, vivid colors that are visually identical to those produced on a CRT display.
True Color Fidelity: Why You Need sRGB

What are the benefits of the sRGB color standard?

In a nutshell, sRGB eliminates the differences in color reproduction inherent to color display systems. While most systems use RGB as the basis for color reproduction, RGB varies between devices, meaning that color is not reliably reproduced across different devices. As a result, different devices may display colors that are similar, but not identical. Prior to the advent of the Internet, this problem was of concern only in professional fields where accurate color reproduction is critical (such as high-end publishing). Today, however, as more and more people use the Internet as a source of information and computer-aided visual presentations have become a key marketing tool, accurate and reliable color reproduction is essential for everyone. With sRGB, color output devices can all produce identical colors, ensuring that an image shown on a CRT looks the same when displayed with a projector or printed out on a printer. In addition, all the colors precisely match how they look in real life.

What is the technology in sRGB?

Mitsubishi sRGB-compliant LCD projectors use our proprietary ColorView® Natural Color Matrix technology, a special algorithm IC that enables precise adjustment of both RGB (Red, Green, Blue) and YMC (Yellow, Magenta, Cyan) color coordinates. This makes it possible to reproduce a color spectrum equivalent to that on CRTs, as well as ensuring faithful sRGB color reproduction. And since all six color signals can be adjusted separately, even subtle colors such as pastels and flesh tones can be accurately reproduced. Moreover, our LCD projectors can display both the warmer, sRGB-based CRT colors and the brighter, whiter colors of conventional LCDs.

What applications is sRGB intended for?

While sRGB is ideal for high-end graphics, medical displays, and other applications where accurate color reproduction is essential, it is primarily aimed at the ordinary user. With more and more people browsing and shopping on the Internet, it has become important that colors are reproduced uniformly on different displays. People need to be sure that the “rose pink” dress or the “eggshell blue” shirt they see on the Internet will be the same hue as the actual item. sRGB can assure this. In professional fields, such as medicine, where diagnosis often is based on the evaluation of the colors of a tissue sample, the improved accuracy of sRGB will be of enormous benefit.

To find out more about sRGB and our projectors, visit us at

Worldwide: www.mitsubishi-projector.com
North America: www.mitsubishi-presentations.com

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