

Hewlett-Packard, Dreamworks Design Color Monitor For Filmmakers

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Hewlett-Packard will sell monitors for filmmakers that improve the color consistency between print and digital images, the result of a two-year collaboration with DreamWorks Animation. The liquid-crystal displays with DreamColor technology will go on sale in the next few months and cost "a fraction" of the \$20,000 to \$25,000 filmmakers pay now, HP, the world's largest printer maker, said in a statement.

Hewlett-Packard and DreamWorks Animation, the maker of the "Shrek" movies, are working to improve color matching on cameras, computers, scanners and printers. DreamColor offers darker blacks and richer colors that were previously only available on costly displays, said Jim Zafarana, Hewlett-Packard's chief of worldwide marketing for workstations. Filmmakers, animators and graphic artists will be able to select from a range of industry-standard color palettes that will be built into the monitors. HP plans to incorporate DreamColor into other displays over time, Zafarana said.

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