

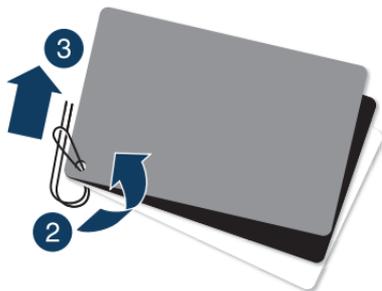
Thank you for choosing Insignia and congratulations on your new Digital Gray Card set, the most economical, portable, easy-to-use and accurate tool you can use for perfect digital color. This Insignia Digital Gray Card set can be used to set the custom white balance in your camera at the time of your shoot or during post-production editing, using software such as Adobe Photoshop®. As an added benefit, you can use it to set proper exposure, using the 18% neutral gray card as well.

## PACKAGE CONTENTS

- Gray card
- Black card
- White card
- Detachable lanyard strap
- *Quick Setup Guide*

## ASSEMBLING YOUR CARDS

- 1 Remove the cards and lanyard from the package.
- 2 Attach the lanyard to the cards by passing the end of the string through the holes of all three cards.
- 3 Loop it back through itself and pull to tighten.

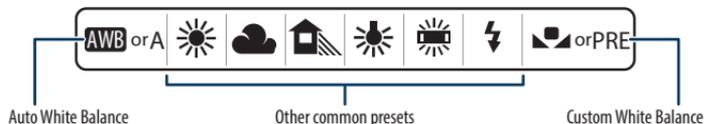


Before using your new product, please read these instructions to prevent any damage.

## USING YOUR GRAY CARD

### Why use a White Balance Card?

When you use a digital camera, it records the color of light (measured in degrees Kelvin [K]) very accurately. Your eyes may not notice if the light is too blue or too red, but the camera does and the resulting images may not be acceptable. To help correct this, your camera allows you to set the “white balance” (WB) for the pictures you take. You can set this automatically (AWB or A), or use a custom setting. For the best results, use a gray card to set the custom white balance.



### Using the Gray Card to achieve perfect white balance in your photos:

The three cards are designed to be neutral in color. This provides a reference image to allow the camera, or a post-processing software, to dial-in the correct color for the entire image. The cards are especially helpful when the lighting is made up of a mix of different colored lights (incandescent and fluorescent for example). They also provide a reference for white balance correction when there is a single type of light used or under natural lighting.

**Note:** Your camera's white balance setting will have to be set with the gray card each time the lighting condition changes.

- 1 Position the gray card in front of your subject or at the location where your subject will be photographed.
- 2 Access the White Balance menu on your camera (see reference menu image in previous section) and select the Custom White Balance mode.

- 3 Activate the camera's Custom White Balance Set button (refer to camera's user manual to locate this setting). This sets the proper white balance for your next set of photos under current lighting conditions. Now you are ready to take pictures of your subject.



Without digital gray card



With digital gray card

**Note:** The above photos show the difference that using a white balance card can make. The photo on the left was taken under incandescent lighting, causing the image to appear too yellow. The photo on the right appears more natural because it was taken after the white balance was corrected using a digital gray card.

### Using the White Balance Gray Card with post-processing

- 1 Position the digital gray card (or all three cards if more shadow and highlight control is desired) in front of your subject or where the subject will be located. If your camera is equipped with a RAW image capture mode, activate it, as this provides more control than normal (JPEG) mode.
- 2 Set the camera as you normally would for proper exposure using Auto White Balance mode.
- 3 Capture the photo, once with the Gray card in the shot and once without.
- 4 After loading the images from the camera to your post-processing software, such as Photoshop®, select the center of the gray card and instruct the software to use that point to set the white balance for the entire image. You can also use the white card image to set the highlight limit and the black card image to set the black level as needed. These settings can then be copied and applied to all the remaining photos that were captured in the session.

### SPECIFICATIONS

- Dimensions: 5.1 × 3.9 in. (12.9 × 9.9 cm)

### ONE-YEAR LIMITED WARRANTY

Visit [www.insigniaproducts.com](http://www.insigniaproducts.com) for details.

### CONTACT INSIGNIA:

For customer service, call 1-877-467-4289 (U.S. and Canada) or 01-800-926-3000 (Mexico)  
[www.insigniaproducts.com](http://www.insigniaproducts.com)

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