



U.S. Industry Standard
for Professional Videographers and Photographers
NOW AVAILABLE IN THE PHILIPPINES

WARMCARDS White Balance Reference System is a sophisticated set of white balance cards that make it easy to get a warmer white balance, and then to keep the “warm balance” consistent throughout the shoot – with exact precision.

WARMCARDS are the fastest, easiest, and most consistent way of manipulating your camera’s white balance to improve skin tones and eliminate the cold electronic look that CCDs provide.

What are the benefits of WARMCARDS ?

- Designed for professional use by experienced shooters
- Perfect for extending the “golden hour” look throughout the day
- Designed to improve skin tones
- Eliminates wasted time color correcting/ matching footage or stills in post-processing
- As easy to use as ordinary white cards
- More cost effective and easier to use than glass warming filters
- Does not interfere glass filters used at the same time
- Ensures a consistent “look” from different crews working separately
- Different grades (strengths) for different needs.
- Strong, durable, water-proof, unbendable, and are easily wiped clean



Ordinary White Balance



With **WARMCARDS**

WARMCARDS have been used on:

2002 Winter Olympics, 2004 Summer Olympics, 2006 Winter Olympics, Dateline, E! True Hollywood Story, Larry King Live, Discovery Channel, NASCAR Images, ABC News / ABSAT, CNN “Pinnacle”, Food Network “Food 911”, Fox Sports, Hard Copy, E! Entertainment, Inside Edition, CNBC, EXTRA!, CNN, Fox News Channel, Inside Stuff, Good Morning America, Fox News Sunday, ABC World News Tonight, ESPN2 “RPM 2NIGHT”, Oprah, Sundance Channel, Fox Broadcasting, Entertainment Tonight, “Ambush Makeover”, BBC, and many more...

The Digital Camera Pack (DCP)

[Recommended for digital photographers/videographers who don't need large cards]

- (1) pocket-size 3”x4” Warm-1/2 mini-Card
- (1) pocket-size 3”x4” Warm-1 mini-Card
- (1) pocket-size 3”x4” Warm-2 mini-Card
- (1) pocket-size 3”x4” Warm-3 mini-Card
- (1) pocket-size 3”x4” Minus Green mini-Card
- (1) pocket-size 3”x4” Genuine Kodak Gray Card

- Normal white reference on backside of all cards
- A light-weight zippered carrying case
- Matte finish on all cards to eliminate reflections

All WarmCards are fully water waterproof, rigid, washable, and will hold up to rugged use in the field.



Made in USA

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