

# What you need to know.

Media and Product Package.



# About Nix Sensor Ltd.

Colour is all around us, but the way we identify it can be restrictive.

At Nix Sensor, we've transformed unreliable and limiting methods into adaptable and accurate solutions for colour scanning and analysis.

We're careful in our design so you don't have to be, letting you take our tools anywhere and everywhere that you can find colour.

**PPG**  
**Citrus Spice**  
PPG1216-6

**Benjamin Moore**  
**New Lime**  
2025-30

**#E7D844**



# More about our company.

*Nix Color Sensor Ltd.* is a world leader in digital color sensing equipment and workflow solutions. Our patented technology allows our users to instantly determine the exact color of any physical object and bring it into the digital world.

We are partnered with over 30 brand-name paint brands, including Benjamin-Moore, Sherwin-Williams, PPG, and AkzoNobel, to find the closest paint matches to any scanned surface. In addition to paint, our Nix devices are able to provide color details for digital and design media, and are involved in various other industries, including agriculture, beauty/make-up, and fashion (to name a few). It is our mission to provide customers with a seamless user experience; to both enhance the productivity of their workflow, and to increase color confidence in any industry.

Our dedicated team is constantly working hard to push the boundaries of the color industry. Since the release of the Nix Pro Color Sensor in 2015, we've been listening to the needs of our customers to create an exciting and innovative product line. The Nix Mini Color Sensor was released in 2017 as an affordable, compact tool, perfect for anyone in the paint and design industry, and the Nix Quality Control Color Sensor, released earlier this year, streamlines any color management process, allowing the user to visualize detailed scan data quickly and efficiently within their defined parameters.

**Behr**  
**Top Tomato**  
P180-7

L:66  
A:42  
B:49

**Dulux**  
**Honey Pot**  
DLX1205-6

#FDDD00

**Valspar**  
**Temptation**  
6007-8B

C:54 M:0 Y:44 K:2

R:6  
G:148  
B:137

**PPG**  
**Mystic Blue**  
PPG1237-5

L: 45  
A: -12  
B: -39

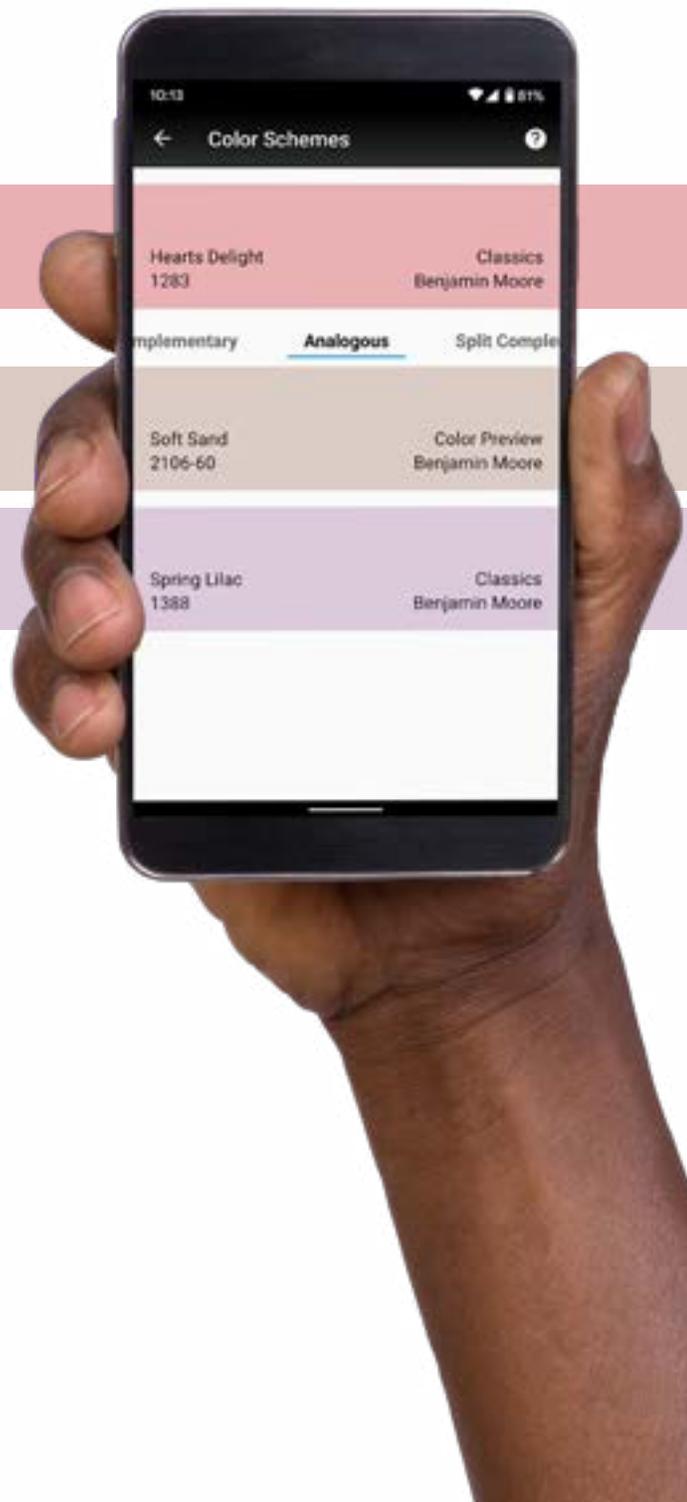
**Benjamin Moore**  
**Softened Violet**  
1420

#A04A7E

# Nix Mini 2

The Nix Mini 2 is your eye for color.

Simply scan any color to find its paint match from the world's leading paint companies (Benjamin Moore, Sherwin-Williams, Behr, Valspar, and more), explore similar colors, complementary shades and more! You can also pair with our free Nix Digital app to grab the digital color values.



## What can you scan? Almost anything.

For best results, stick to scanning items that are as matte & flat as possible, like:

- a color in a painting, a print or a book cover
- a ceramic vase
- painted surfaces like cabinet doors or walls
- furniture, like a couch cushion or patio furniture
- **NOTE:** if scanning fabric or an item that isn't fully opaque, make sure to fold it over a few times so the light doesn't leak through (which will alter results).

# Nix Mini + Apps: What you need to know.

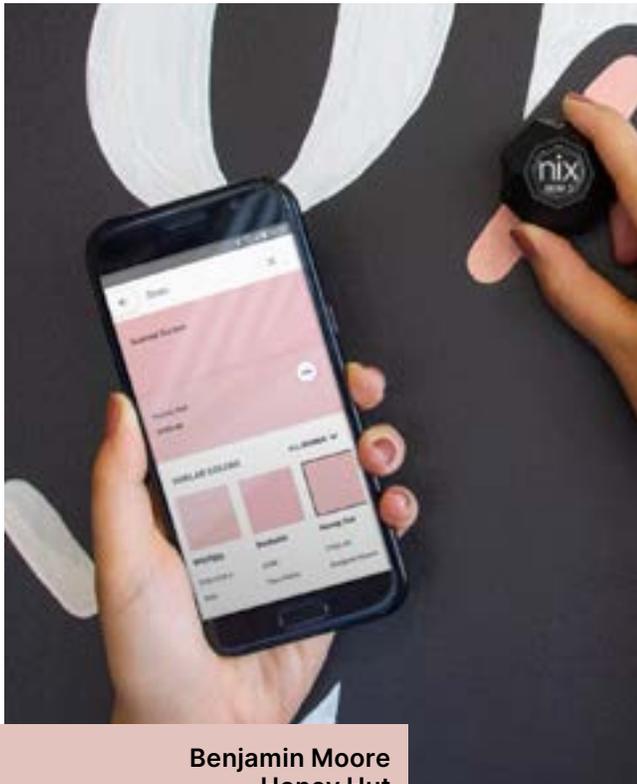
The Nix Mini 2 can be paired with three apps: Nix Paints, Paint with Chip\*, and Nix Digital. Apps can be downloaded for free from the App Store or Google Play.

## Nix Paints

- Ideal for: DIYers, home decor enthusiasts, interior designers, pro painters.
- Houses the fan decks from the world's leading paint brands.
- Choose up to five brands that you want to match to, then scan a color to find an Excellent Match or Good Match.
- Browse similar colors, complementary colors and more.
- Save your colors in the app, or send them to your network (contractor, interior designer, clients, etc.).
- Download on [Android](#) and [iOS](#)



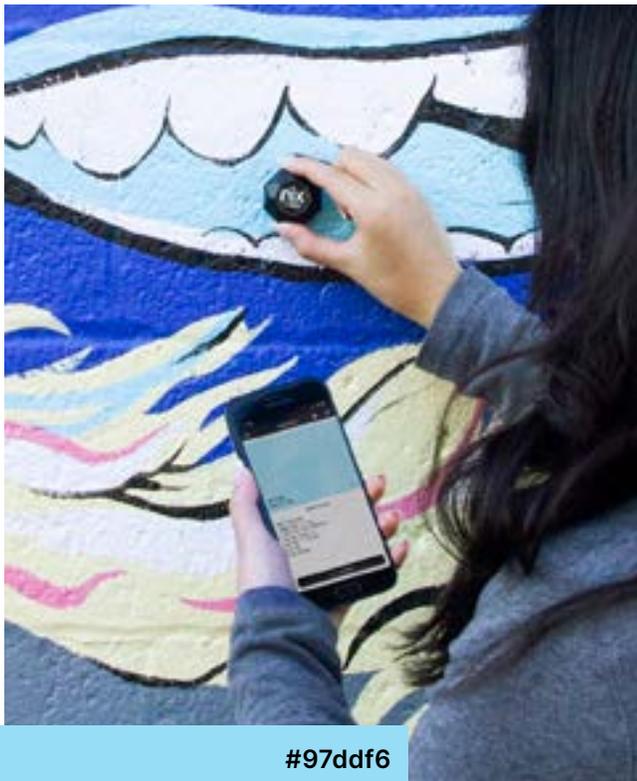
**Go from color in real life → to in the app → to on the wall.**



Benjamin Moore  
Honey Hut  
2102-60

## \*COMING SOON: Paint With Chip (updated version of Nix Paints)

- Everything that Nix Paints offers, plus:
- Browse similar colors, complementary colors and more.
- Curated selection of colors for easy browsing and inspiration
- Order paint straight to your door and/or book a Chip-certified contractor through the app.
- Ideal for: DIYers, home decor enthusiasts, interior designers, pro painters, and homeowners who want to hire a contractor
- Download on [Android](#) and [iOS](#)



#97ddf6

## Nix Digital

- Ideal for graphic designers and creators
- Scan any surface to view RGB, CMYK, HEX, and CIELAB values on your smartphone or tablet.
- Once scanned, you can swipe between various color palettes such as monochromatic, complementary, triadic and more.
- Download on [Android](#) and [iOS](#)

# More than a Mini.

Nix carries a full range of handheld color sensors, including:



## Nix Mini 2

Ideal for matching to paint and identifying digital color values



## Nix Pro 2

Perfect for conducting A/B color comparisons, importing custom color libraries, and exporting color



## Nix QC

Scan a magnitude of surfaces to identify and measure color, while streamlining the color management process. Visualize detailed scan data quickly and efficiently within your set parameters.

**COMING SOON**

## Nix Spectro

Learn more about what we're building [here](#).

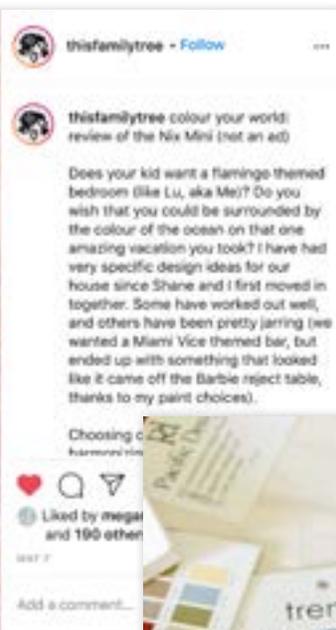
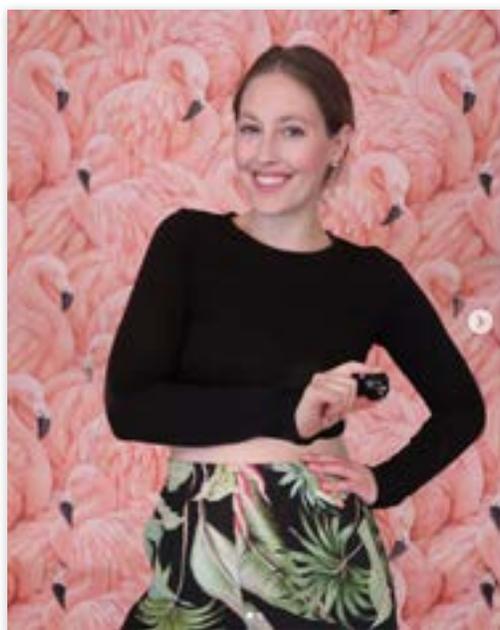
# Here's what people are saying.

## “ I'd recommend the Nix Mini

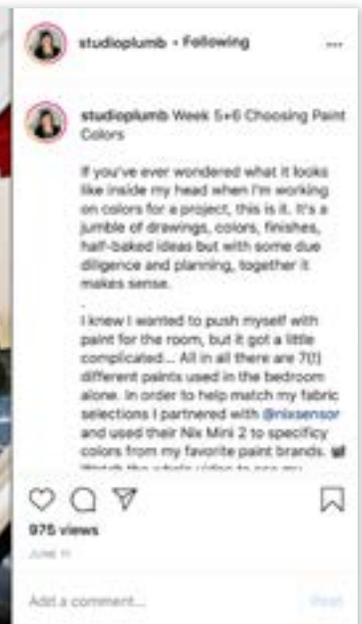
For DIYers picking entirely new colors for walls, I can see these devices helping transform inspiration into information. The sensors are designed to work on a range of materials. As long as there's a small, flat area on an object, you can read the color on clothing, furniture, flooring or your favorite knick knack. Have a favorite team logo, flower, piece or art or furniture you really want to pull a color from?

These devices definitely get close enough to accomplish the look you're after. If you're going to give one of these matching systems a try, I'd recommend the Nix Mini

— Molly Price for CNET



Alexandra Cunningham  
@thisfamilytree



Rebecca Plumb  
@studioplumb

# The Nix Mini Audience

- interior designers
- DIYers and homeowners looking to create their own unique space
- home decor enthusiasts and/or professionals
- pro painters and contractors
- retail stores (turning their paint store associates into color experts)
- architects
- graphic designers and creators (when paired with Nix Digital app)

Pro painters and contractors  
@besthandymanboston



## Key takeaways about your new Nix Mini 2.

- It's lightweight and fits in the palm of your hand.
- It's extremely durable and made to go with you on-the-job or in your bag.
- No moving parts. Just one solid, portable device.
- No wifi necessary. Once you have the app, you're good to go whenever and whenever.
- No calibration cards! Just download the app, scan your color and find your match.
- Match to up to five brands at one time.
- The Nix Mini 2 battery life is long lasting, and takes only three hours to fully charge with its micro USB charging cable that works with any standard charger.
- No more lugging around heavy fan decks! Both interior designers and contractors love the fact that they can share colors digitally with clients.
- The Nix Mini 2 blocks out all ambient light and provides its own light source, so you can perform an accurate reading, every time.
- No training required. Just start scanning.
- Purchase on NixSensor.com or Amazon; and we ship worldwide!

# Awards.

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National Hardware Show: New Product Launch Awards 2019, Paint and Accessories – Nix Mini Color Sensor

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Canada's Top New Growth Companies 2018 – Nix Sensor Ltd. Ranks No. 33 on the 2018 Startup 50

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German Design Award Winner 2018, Excellent Product Design – Nix Pro Color Sensor & Nix Mini Color Sensor

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Red Dot Design Award Winner 2017 – Nix Pro Color Sensor

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Lion's Lair 2016 business competition (Finalist, First Place Winner)

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People's Choice Award, Lion's Lair 2016

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Engineering Project of the Year, Innovative Project Category 2016 – The Ontario Society of Professional Engineers and Hamilton/Halton Engineering Week Committee

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Entrepreneur of the Year – Ontario Chamber of Commerce (Finalist, Winners TBA)

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Entrepreneur of the Year – Hamilton Chamber of Commerce (Finalist)

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Ernest C. Manning Innovation Award (Finalist, Winners)

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Invited Exhibitor, The Next Web Europe 2013

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Invited Exhibitor, Consumer Electronics Show 2013

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Member, The Forge Technology Accelerator – Innovation Factory (Hamilton, ON)

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Member, REV Sales Accelerator – Communittech (Waterloo, ON)

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Winner, UP Global (CES 2013)

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# We're social.

-     @nixsensor
- 16k followers on Instagram
- 8k Facebook page likes & 8.1k Facebook followers
- 2.2k followers on Twitter
- NEW: @paintwithchip on Instagram with focus on home decor
-  [www.nixsensor.com](http://www.nixsensor.com)
-  [www.paintwithchip.com](http://www.paintwithchip.com)
-  [marketing@nixsensor.com](mailto:marketing@nixsensor.com)

