FIGURE 3.24 Progression from the virtual fan deck of the older myPantone app to the new digital swatches of the PANTONE Studio app. (Illustration by Theresa-Marie Rhyne, 2016, using the older myPantone and new PANTONE Studio apps from Pantone.)

3.10.1 Evolution of the Pantone Matching System

The origins of Pantone go back to the 1950s when Lawrence Herbert joined a small commercial printing company, M&J Levine Advertising [50–52]. Herbert used his chemistry background to simplify the company's production of inks to a set of 12 stock pigments from a full range of colors. By 1962, Herbert was leading the printing division that was profitable while other aspects of M&J Levine Advertising were not. Herbert purchased the printing division and renamed it to Pantone in 1962. The first Pantone Matching System Printer's Edition was introduced in 1963. By the end of the 1970s, PMS had become a standard in wide international usage. In 1984, Pantone formed its Electronic Color Systems Division to reproduce its color management system into a digital format. In the 1990s, Pantone partnered with leading hardware and software companies to pioneer color management of digital media and printing. By the 2000s, Pantone was a recognized leader in color management and began providing translations of their PMS values to sRGB and Lab formats. In 2007, X-Rite Inc, a supplier of color measurement equipment, purchased Pantone Inc. In 2009, the myPantone app for the iPhone became available for purchase from the iTunes store. Later, a myPantone version for the Android platform became available. On August 2, 2016, the current PANTONE Studio app became available for the iOS platform. [53,54]. The Pantone LLC continues today as a subsidiary of X-Rite, with its Web

site at http://www.pantone.com. Interestingly, both Pantone LLC and the Munsell Color Company, highlighted previously in this chapter, are currently subsidiaries of X-Rite Inc.