



PPG VisualizID™

Exceptional color visualization technology

Visualizing color has never been easier

Explore the PPG LINQ™ Digital Ecosystem.
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LINQ™



VisualizID™

Exceptional color visualization technology

Our unprecedented digital color visualization tool, when connected with PPG's camera-equipped spectrophotometer PPG DigiMatch™, helps users find the best color match and variants from PPG's extensive color match library during the identification and selection process.



FEATURES

- Advanced 3D rendering, including virtual blend and edge views
- Realistic visualization for variants including specials that otherwise require spray out
- No additional PC hardware or traditional paper color tools required
- Manipulate shape orientation and light source
- Access to PPG color match library
- Easy to use

BENEFITS

Increase match quality

Using advanced rendering technology, users receive realistic visuals so they can select the best match every time and reduce dependency on physical color tools.

Save materials

Reduce paint costs and time spent doing spray outs to support your decision in choosing the right formula, saving materials and increasing productivity.



PPG VisualizID

Advanced 3D visualization finds the best color match, quickly and easily.

Reduce inefficiencies

With less room for human error, reduced repetitions, and the ability to make quicker matches and share them immediately, body shops can easily improve their overall efficiency.

Boost profitability

Increase body shop profits with time and paint savings.

PPG is more than paint. Our revolutionary industry-leading connectivity platform has been exclusively designed to completely transform customer experience, partner relationships and internal body shop operations.

