

# BE FEARLESS TO COLOURVIEW™ YOUR WORLD WITH DULUX

Take a fearless approach to colour transformation at home with the innovative new digital tool Dulux **ColourView**, a much-anticipated update to the Dulux Colour App.

Deciding on the hue that's just right to inject colour into a room is a daunting task. The new Dulux **ColourView** function empowers homeowners to experiment with colour and reinvent their homes before they pick up a paintbrush.

Dulux **ColourView** is the ideal tool to easily visualise how a splash of colour can create impact, softness or completely transform the mood of a space. From walls and ceilings to tabletops and craft projects, revamping a room is as easy as snap, colour and view.

Simply select the **ColourView** feature in the Dulux Colour App, take a photo of a room, or upload an existing one to the app, then select a Dulux colour to virtually paint a section of the image and see ideas come to life.

"The new Dulux **ColourView** feature gives consumers the confidence to be bold with their colour choices," says Dulux Digital Marketing Manager, Jessica Green.

"For those who are looking to improve the look and feel of their home, Dulux **ColourView** further simplifies the painting process by allowing homeowners to virtually try before they buy and easily visualise the end result.

"This new feature is the perfect tool to help those aspiring to renovate to move away from safe shades and achieve their dream colour without fear of making a colour mistake," says Jessica.

With the ability to experiment with more than 4,000 Dulux colours until the hue is just right, the possibility of disappointment and desire to re-paint once the job is complete is a thing of the past.

Incredibly easy-to-navigate, the Dulux Colour App also includes a host of existing features which equip users with the best tools and inspiration anytime and anywhere.

This includes the clever 'Colour Capture' function which easily finds the closest Dulux colour match to any colour using the device's camera and 'Browse Colour' to discover the expansive collection of more than 4,000 Dulux hues. The Dulux Colour App also provides the latest information and images showcasing popular colour trends from Dulux.

Compatible with iPhones and iPads as well as Android, new Dulux **ColourView** features on the free Dulux Colour App, or is available to existing Dulux Colour App users as a free update, which can be downloaded by visiting [dulux.com.au/colour/colour-app](http://dulux.com.au/colour/colour-app).

Visit [www.dulux.com.au](http://www.dulux.com.au) for more colour inspiration, product information, project ideas and store locator.

Follow Dulux on [facebook](#) and [Instagram](#).

Visit [www.youtube.com/user/duluxaustralia](http://www.youtube.com/user/duluxaustralia) to view the Dulux Colour App video online.

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The Dulux Colour App is compatible with iPhone and iPad on IOS9 as well as Android.

For more information, images or interview opportunities contact:

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