



Decorating Trends

Digital Sources Simplify Color Inspiration And Selection

(NAPSA)—Whether you're pinning new outfits on Pinterest or soliciting a circle of Facebook friends for opinions on vacation destinations, expressing yourself, defining your identity and finding inspiration has never been easier. Now, selecting paint colors for your home can be added to the list.

Expert Advice

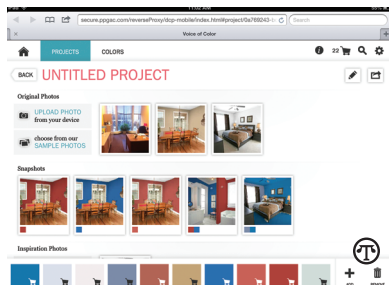
"Inspiration for color selection can come from anywhere at any time," said PPG color expert Dee Schlotter. "With computers and smartphones becoming more and more integrated into our daily lives, color is popping up on our screens and providing the exact inspiration we have been looking to incorporate into our homes."

Mobile applications can help make selecting colors fun and easy. Now, you can digitally find the exact hue at the tip of your fingers no matter where you go. The ability to view color options through digital capabilities while surrounded by the comforts of home can assist homeowners in visualizing what the colors will look like with their furniture, decor and other elements.

Paint-Picking Tips

Here are a few hints to help you select the just-right color for your home:

- When trying new colors, don't hold a paint swatch next to a white wall; hold it next to furniture, window treatments, pillows or other decor elements to compare how the colors correspond together.
- Try digital tools such as PPG Pittsburgh Paints' Paint Your



Interactive technology can make it easier to choose the right paint color because you can now view selections, make comparisons, develop matches and coordinate themes.

Own Room Visualizer on a tablet. PPG Pittsburgh Paints is the first company to offer a tool that allows you to snap a picture on your tablet and pull it onto the Paint Your Own Room Visualizer to try out colors before you paint. You can try new color trends or your favorite beige or blue.

- If you appreciate colors you see through social media, blogs and other digital platforms, you may also like decorating with them. Take a risk: Try a bold color.

- Visit the Voice of Color, PPG Pittsburgh Paints' website at www.voiceofcolor.com, to learn more about various tools that can help with your next paint project. Smartphone and iPad applications are also available. The company's Online Paint Visualizer lets you upload a photo of any room and virtually paint the space directly from a tablet or desktop. You can access the Visualizer at www.voiceofcolor.com/digital-color/paint-color-visualizer.