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(54) Title: WEB-BASED COLOR SELECTION SYSTEM

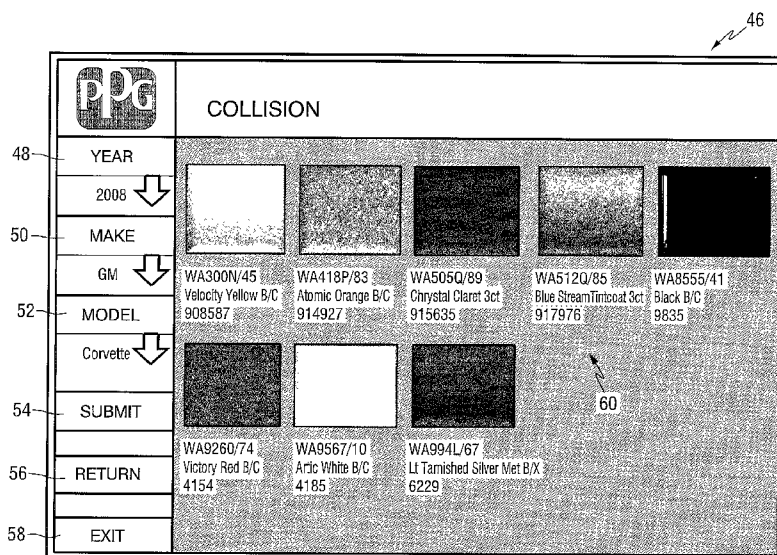


FIG. 10

(57) Abstract: An apparatus includes a database having a plurality of digital color images and a neutral gray background value for each of the images; a processor configured to receive search criteria and to identify one or more of the digital color images meeting the search criteria; and a display configured to display at least one of the identified digital color images on a neutral gray background, wherein the brightness of the neutral gray background is determined by the neutral gray background value for the image being displayed. A method performed by the apparatus is also provided.

**Declarations under Rule 4.17:**

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

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