

New Magenta

RETINAL CALIBRATION GUIDE

T Mobile

New Magenta is an evolution of color as we know it.

While some may have photoreceptors already sensitive to the full spectrum of New Magenta, others require retinal calibration to properly comprehend its magnificence.



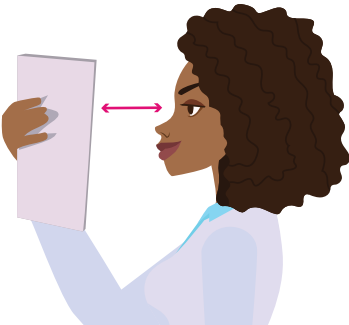
STEP 1: Cover your left eye for 5 seconds then release.



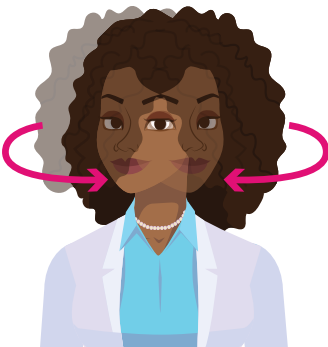
STEP 2: Fixate your gaze between the two swatches.



STEP 3: Hold the guide 1 inch from your face, cross your eyes, and think about T-Mobile—the largest and fastest 5G network.



STEP 4: Slowly move away from the swatches.



STEP 5: Shake your head left to right quickly while keeping your eyes trained on the New Magenta swatch.



STEP 6: Now, look *through* the New Magenta swatch and let the unique vibrancy of this hue awaken your subconscious.

**There. If you’ve followed the steps correctly,
New Magenta should have revealed itself by now. Do you see it?***

*If you don’t, here’s another trick: Look at the swatches again, but now focus on the color code for New Magenta: TMO-040122.