



Diamond Light™ Analysis reports

If you are buying a Round Brilliant or Square Princess cut diamond, you may be highly motivated by the amount of light performance, the strength of light return, coming from the diamonds you are considering. We can predict but we prefer to DIRECTLY MEASURE three key factors of light return with ImaGem patented technology.

Our lab processes digital images made in a controlled lighting environment for the total amount of light returned which is called **Brilliance. The second element measured is **Sparkle**, and it refers to the potential for scintillation, flashes of bright light emitted from the diamond when it is tilted or rotated. The third measure is **Intensity** which arises from the inherent pattern recognition human minds appreciate. All three measures incorporate direct relationships to human physiology and what our eyes and brains can detect.**

Brilliance is scored on a 0 to 205 scale with 205 the maximum brightness. Sparkle is scored on a 0 to 120 scale and Intensity is scored on a 0 to 430 scale.

These are simple explanations suitable for consumers who are not scientists or engineers. [More detailed definitions are available for those who need more precise explanations.](#)

Does beauty equate to light performance? The simplest answer is yes. The three measures provided by ImaGem relate very efficiently to the human perception of attractiveness and to beauty. Performance and beauty have a very high correlation. Diamonds have inherent characteristics which make only certain options available to diamond cutters. You can count on the attractive nature of well cut diamonds which are accompanied by performance data indicating high levels of Brilliance, Sparkle and Intensity.

Beauty is always a subjective choice made by each consumer. We provide objective tools to assist you in making an intelligent choice, but only individuals decide if the beauty of a particular diamond suits their personal taste. This is the way it should always be. Diamonds are a natural wonder fashioned by expert craftsmen. People make a choice about which one to buy. Every diamond is a bit of an individual, and we believe in allowing you to choose by data along with your heart and eyes.

Diamond Light™ Analysis reports are currently offered for Round Brilliant and Square Princess shapes. Reports are credit card sized and generally provided along with other

documents we produce. However, they may be ordered separately from our complete reports. We will be glad to work with you to make sure you have enough information to make a buying decision.

Footnote: You may have noted we do not provide a measure for “fire”. We consider fire, dispersion or colored light return an inherent characteristic of all well cut diamonds. All fire is measured as a part of LIGHT RETURN which we measure within a 2% tolerance and with high accuracy. If you want to enjoy the fire in a well cut diamond, take it to a lighting environment with pinpoint lighting rather than diffused lighting. ALL well cut diamonds will show fire when properly lit. Of course, a cutter can enhance fire somewhat by cutting style choices, but it will **only** show itself in the correct lighting conditions. To make fire a prominent feature of a cut would tend to lower other characteristics of high performance.