



X-Rite Photo Marketing | 8 Westchester Plaza, Elmsford, NY 10523 | T 914.347.3300 F 914.347.3309 | info@XRitePhoto.com | XRitePhoto.com

FOR IMMEDIATE RELEASE

X-Rite Announces Exclusive New Video Interview Featuring John Paul Caponigro

*Fine artist shares his views on photography, finding beauty in the most unexpected moments,
and the importance of professional color management*

Elmsford, NY – May 25, 2011 – [X-Rite Photo Marketing](#) announces the availability of an exclusive new video interview featuring world-renowned professional nature photographer and artist John Paul Caponigro. During “[Exploring Beauty, Color & Nature](#)”, John Paul Caponigro shares his philosophy on photography, color and the world around us. Viewers can watch as he creates images in his unique style and see the process through his eyes.

John Paul Caponigro sees photography as an invitation to go out and explore; he has an amazing gift of being able to find beauty in the most unexpected moments and record them in rich detail.

Viewers will also learn how John Paul takes color perfection to a new level with the new X-Rite [i1Photo Pro](#) to ensure there is no guesswork or wasted time throughout his creative process. The video shows how his beautiful moments are preserved just as they were in nature, from capture, to view to print.

“John Paul is an artist known the world around for his expertise in photography, creativity and fine art digital printing,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “His creative fine art style to photographing the natural world is as breathtaking as it is unique. To get the chance to share this exclusive video interview where John Paul shares his insights on photography and the importance of color management with the imaging community is such an honor.”

“The benefit of color management to me personally simply can not be over stated,” said John Paul Caponigro. “I save a lot of time getting high quality results faster. The bottom line is color management lets me make visual decisions about color with much more precision than I ever could before. The i1Photo Pro makes sophisticated tasks that once were complex, easy and affordable.”

About John Paul Caponigro

[John Paul Caponigro](#) is respected internationally as one of the most prominent artists working with digital media processes. Exhibited internationally, his work has been purchased for numerous private and public collections including Princeton University, the Estée Lauder collection, and the Smithsonian.

- more -

Dedicated to fostering the growth of creativity in others, John Paul exhibits, writes, lectures, and teaches seminars and digital photography workshops. Inspiring conscientious creative interaction, his life's work is a call to connection with our natural world, with each other, and with ourselves.

John Paul's *Antarctica* project includes a book, website, lecture, and series of workshops. John Paul uses his photography there to raise awareness about the region, climate change, and the work of the real experts - scientists.

John Paul's work has been published widely. Reviews have appeared in numerous periodicals and books including *Art News* and *The Ansel Adams Guide*. Author of *Adobe Photoshop Master Class* (Adobe Press), and the DVD series *R/Evolution*, he is a contributing editor for *Digital Photo Pro* and *Camera Arts* and a columnist for *Photoshop User*, *AfterCapture*, *The Huffington Post* and apple.com.

Find out more at www.johnpaulcaponigro.com and get hundreds of free digital photography and digital printing resources with his free enews Insights.

About the i1Photo Pro

i1Photo Pro is specifically designed for discerning photo professionals to manage their RGB workflow from camera to display and projector to print. The included i1Profiler software delivers high quality color results that especially target highlight and shadow details and delivers greater color accuracy for more neutral grays and natural skin tones.

About X-Rite

[X-Rite](http://www.xrite.com) is the global leader in color science and technology. The company, which includes color industry leader [PANTONE Inc.](http://www.pantone.com), develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services.

For more information regarding this video interview, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite Color Checker Passport, i1Solutions and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

#

Contact:

Mark Rezzonico

X-Rite Photo Marketing
914-347-3300

MarkR@MACgroupUS.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.
631.757.5665

sir@sironline.com / leighnofi@sironline.com