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FOR IMMEDIATE RELEASE

X-Rite Announces Free September Webinars

Online educational tutorials provide photographers with basic information, insights, and tips to achieve color control, consistency and creativity in their workflow

Elmsford, NY – September 12, 2011 – [X-Rite Photo Marketing](#) announces its schedule of [September Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Five free Webinar topics this month are sure to help photographers gain new confidence and to learn quick, easy and powerful ways to enhance their color workflow. Webinar attendees will also have the opportunity to ask questions to the live trainers.

“Consistent, accurate color management remains an important building block for photographers seeking professional looking images,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “In September, our free educational webinars will again teach interested photographers how X-Rite’s line of color management tools can bring their digital photography color to new levels. Also this month we are pleased to feature two new webinars – one hosted by professional photographer Jim DiVitale and co-sponsored by Nik Software as well as the first webinar in a three part series to improving color management skills. These brand-new webinars will outline workflow ideas designed to transform even ordinary photos into extraordinary images.”

September Webinar Schedule

Wednesday, September 14, 2011, 12:00 PM EDT & 2:00 PM EDT

[The Creative Edge In Digital Photography with Jim DiVitale](#)

In this webinar, Jim will demonstrate for professional photographers and photo enthusiasts problem-solving techniques using digital capture and image processing with X-Rite color management solutions and Nik Software Plug-ins to streamline both the creative and production of the digital imaging workflow.

Topics will include:

- Calibrating and profiling camera, monitor, and printer for complete color management using X-Rite [ColorChecker Passport](#), [ColorMunki Display](#), and [ColorMunki Photo](#)
- Using Nik HDR Efex Pro to process multiple exposures
- Working with Nik Viveza 2 to control luminosity and contrast
- Using Nik Silver Efex 2 to create stunning black-and-white images

Friday, September 16, 2011, 4:00 PM CET (10:00 AM EDT)

[Improve your Color Management Skills, Part 1](#)

Photographers can improve their color management skills by joining professional photographer and X-Rite [Coloratti Jon R. Trengereid](#) for part one of a three part international education series and complete introduction to Adobe® Lightroom® 3. This webinar will help photographers get the best out of their

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equipment, speed up their workflow, gain greater control over their raw files and get accurate colors every time.

Part 1, first session, will cover:

- An Intro to Basic Color Management
- 3 Color Spaces you need to know of
- RAW 16 Bit versus 18 Bit
- Traditional RAW versus Adobe DNG

Part 2 of this webinar series will take place in October 2011 and Part 3 will take place in November. To register for Part 1 visit: <https://www1.gotomeeting.com/register/918077673>

Tuesday, September 20, 2011, 11:00 AM EDT & 1:00 PM EDT

[Stop Guessing - Start Knowing! Accurate Monitor Color with X-Rite](#)

Knowing that a monitor is accurately showing the true color and tonal range of images is the first and most important step to getting great prints. If a monitor isn't properly calibrated and profiled, a photographer could be guessing whenever they make any edits to their images. This webinar is perfect for anyone that has had trouble getting prints that match the image on their monitor.

During this webinar, attendees will learn how X-Rite's two new display solutions – the [ColorMunki Display](#) and [i1Display Pro](#) – feature all-new state-of-the-art hardware and software for color calibration and profiling of displays, laptops and projectors.

Thursday, September 22, 2011, 11:00 AM EDT & 1:00 PM EDT

[RAW COLOR POWER with Adobe® Lightroom® and the ColorChecker Passport](#)

Professional photographers and photo enthusiasts will learn how to bring their digital photography color to a new level. This webinar will instruct attendees on how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, create their own color look with one click, maintain color control and consistency and achieve superior color results in a fraction of the time.

Topics that will be covered include:

- Creating and Using Camera Profiles
- Custom White Balance with the X-Rite [ColorChecker Passport](#)
- One click accurate color edits
- Matching color response of two or more cameras
- Matching color response under different lighting conditions
- Color editing in Adobe® Lightroom®
- Color editing in Adobe® Photoshop®

Thursday, September 29, 2011, 11:00 AM EDT and 1:00 PM EDT

[Beyond Monitor Calibration - Get Prints That Match Your Display!](#)

Perfect for wedding, portrait and landscape photographers as well as photo lab professionals and photo enthusiasts doing their own printing, this webinar, featuring the award-winning X-Rite [ColorMunki Photo](#), will teach attendees how to put a color managed workflow in place from image capture through printer output including creating custom profiles and learning how to use them correctly to produce prints that match a display every time.

Topics that will be covered include:

- Monitor to Print Matching (Calibration and Profiling)
- Obtaining consistent color in camera
- Benefits of creating and using custom printer profiles

- Soft-proofing in Adobe® Photoshop®
- Applying printer profiles in Photoshop®
- Digital Projector Profiling

Webinar registration can be found on XritePhoto.com. Visit the Webinar page found under the Learning section.

About X-Rite

X-Rite, Incorporated (NASDAQ:XRIT) is the global leader in color science and technology. The company, which now includes color industry leader Pantone LLC, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

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

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

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