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**FOR IMMEDIATE RELEASE**

## **X-Rite Kicks Off the New Year with Three Free January Webinars**

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

Elmsford, NY – January 4, 2012 – [X-Rite Photo Marketing](#) announces its schedule of [January 2012 Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Three 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.

“We’re starting the New Year off right with a brand new webinar featuring world-renowned photographer Vincent Versace and co-hosted by Nik Software,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “This new webinar is one not to be missed by photographers passionate about black-and-white photography.”

### **January Webinar Schedule**

**Wednesday, January 11, 2012, 12:00 PM EST and 2:00 PM EST**

#### **[Oz to Kansas with Vincent Versace hosted by Nik Software and X-Rite](#)**

Join Vincent Versace, best selling author and internationally recognized pioneer in the art and science of digital photography for this webinar co-sponsored by X-Rite and Nik Software. “Oz to Kansas: The Black and White on Black and White Conversions” is the evolution of thought that began with the chapter in his first book “Welcome to Oz: From Oz to Kansas. How to convert an Image to Black and White Without Ever Leaving the RGB Color Space.” This webinar takes a practical applications approach to when, why and how to convert an image. In it, attendees will learn which methods give them the best results and when to choose a simple or a complex solution.

Some of the topics covered in this webinar are:

- The only soup to nuts overview of the Nik Software Silver Efex Plug-in. How to use it and when
- The importance of color management particularly to black and white
- When and why photographers should and should not use global de-saturation
- Split Channel conversions - what they are good for and a way to get the same effect with a file two thirds the size
- When to use the Black and White adjustment layer to bring out and separate the tones in a color image
- Multiple Channel mixer black and white conversions that replicate the physics of film
- What is “Faux-infrared” and a look at how to convert files to black and white from digital cameras that have been modified to shoot Infrared
- When and how to most efficiently use the Gradient tool for black and white conversion

To register for this special webinar at 12:00 PM EST visit:

<http://www.niksoftware.com/learnmore/usa/index.php/webinars/signup/12041>

- more -

To register for this webinar at 2:00 PM EST visit:

<http://www.niksoftware.com/learnmore/usa/index.php/webinars/signup/12061>

**Tuesday, January 24, 2012, 11:00 AM EST and 1:00 PM EST**

**[Stop guessing. Start knowing. Two New X-Rite Solutions for Great Color!](#)**

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 newest 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.

**Tuesday, January 31, 2012, 11:00 AM EST and 1:00 PM EST**

**[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](http://www.xrite.com).

For more information regarding this webinar program, visit [www.XritePhoto.com](http://www.XritePhoto.com). For X-Rite corporate information visit [www.xrite.com](http://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](http://www.MACgroupUS.com).

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