



**FOR IMMEDIATE RELEASE**

## **X-Rite Announces Free March Webinars**

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

**Elmsford, NY – March 2, 2011 – [X-Rite Photo Marketing](#) announces its schedule of [March Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.**

Set for this month, “Getting Started in Lightroom 3 - Part 1: Organization, Color Workflow and Basic Edits”, “Getting Started in Lightroom 3 - Part 2: Advanced Image Editing and Printing”, “When you Travel, Bring your Passport! with Seth Resnick”, and “Beyond Monitor Calibration - Get Prints That Match Your Display!” Webinars are sure to help photographers gain new confidence and help them learn quick, easy and powerful ways to enhance their color workflow. Webinar attendees will have the opportunity to ask questions during the presentation.

“Our ongoing series of free monthly webinars are perfect for professional photographers, photo enthusiasts and anyone passionate about color accuracy and workflow efficiency,” said Mark Rezzonico, Vice President X-Rite Photo Marketing. “We’ve got some great Webinars lined up this month that give attendees the opportunity to spend an hour per Webinar learning about how X-Rite’s line of color management tools can greatly benefit their imaging workflow and help them achieve perfect color every time.”

### **March Webinar Schedule**

**3/3/2011 – 1:00pm and 3:00pm EST**

#### **[Getting Started in Lightroom 3 - Part 1: Organization, Color Workflow and Basic Edits](#)**

Join X-Rite as they continue to take the mystery out of Lightroom 3 and make it a favorite imaging application. Lightroom 3 is a powerful organizational and editing tool that can streamline a photographer’s workflow by saving lots of time sorting and editing images. In this hour-long session, host Joe Brady helps attendees understand how to plan their file organization and set up color management before starting their image edits to save lots of headaches later.

**3/10/2011 – 1:00pm and 3:00pm EST**

#### **[Getting Started in Lightroom 3 - Part 2: Advanced Image Editing, Custom Printer Profiles and Printing](#)**

This one-hour session picks up where the Part 1 session left off – getting into the details of powerful yet easy image editing in Lightroom 3. Covering both global and localized image adjustments the host will go over each of the Develop module panels and show how they each can be used effectively.

Next attendees will learn how to prepare Lightroom 3 for printing, both on a desktop printer and when sending out to a lab. Using the X-Rite ColorMunki, attendees will learn how to create a custom paper profile for their printer to ensure the most accurate color match when they print. They'll see how to

add printer profiles into Lightroom and how to apply them to print jobs. This will eliminate many printing headaches, wasted supplies and wasted time.

**3/15/2011 – 1:00pm EST**

**[When you Travel, Bring your Passport! with Seth Resnick](#)**

Join photographer Seth Resnick in this free Webinar that will provide helpful tips on shooting in diverse locations, using X-Rite's ColorChecker Passport to make sure color is right every time and streamline RAW workflows, using Lightroom for cataloging and filing, and more. Traveling is fun and the only thing better is enjoying beautiful photographs for years to come.

**3/31/2011 – 1:00pm and 3:00pm EST**

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

Photographers are invited to this free Webinar to see for themselves how to easily have their printed images match their display – every time!

For anyone serious about their images, one of the most important considerations is accurate and consistent color. This webinar, featuring the X-Rite ColorMunki, will show attendees how to put a color managed workflow in place from image capture through printer output. Creating custom profiles is a snap. Participants learn how to use them correctly and produce prints that match the display in no time.

Webinar registration can be found on [XritePhoto.com](http://XritePhoto.com). Visit the Webinar page found under the Learning section. A [Webinar Archive](#) featuring previous Webinar sessions is also available.

**About X-Rite**

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

For more information regarding this 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 and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group [www.MACgroupUS.com](http://www.MACgroupUS.com).

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**Contact:**

**Mark Rezzonico**

X-Rite Photo Marketing  
914-347-3300

[MarkR@MACgroupUS.com](mailto:MarkR@MACgroupUS.com)

**Steve Rosenbaum/Leigh Nofi**

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

[sir@sironline.com](mailto:sir@sironline.com) / [leighnofi@sironline.com](mailto:leighnofi@sironline.com)