



## **X-Rite's ColorChecker Passport Chosen as Standard Color Management Tool for all Students at the Hallmark Institute of Photography**

*ColorChecker Passport is helping students understand color as they learn about photography*

**Elmsford, NY – March 23, 2011** – [X-Rite Photo Marketing](#) announces that the [ColorChecker Passport](#) has been selected as a standard color management tool for all students enrolled in the accelerated 10-month intensive photography program at the [Hallmark Institute of Photography](#).

With a world class facility located in Massachusetts and dedicated faculty, Hallmark strives to help its students reach their highest potential. In order to do this, Hallmark Institute of Photography consistently introduces its students to products and tools that will help them learn to create the best images possible. A new addition to the Hallmark student toolbox this year is X-Rite's ColorChecker Passport.

“We've always put a lot of emphasis on color management and we've always taught color management to our students,” said Hallmark's Executive Director of Education, Lisa Robinson. “Now with the Passport, students are getting consistent results and they are understanding color better. They're still in training, they're evaluating color and they're learning much more quickly what good color is and how to make the print be the experience of what they shot.”

“The ColorChecker Passport provides Hallmark students with the color consistency they need from capture,” said Mark Rezzonico, Vice President, MAC Group/X-Rite Photo Marketing. “Beginning with color management at capture adds another point of control to the process. Each student uses Passport for in camera white balance and to easily create camera profiles. This in turn allows students to get as creative as they want with their photography while remaining completely confident they will get the final output they envisioned.”

Hallmark is one of the first schools in the U.S. to adopt Passport as an integral part of their curriculum in digital photography with each student using Passport consistently. [Click here](#) to view a video interview regarding Hallmark Institute's incorporation of the ColorChecker Passport into the curriculum.

### **About the X-Rite ColorChecker Passport**

X-Rite's ColorChecker Passport device is a powerful “capture to edit” color solution for any photographer looking for more accurate, consistent color and creative flexibility in their digital photography Raw workflow. And when combined with software controls found in Adobe® Imaging solutions, photographers can gain even greater workflow benefits by significantly reducing their digital image processing time.

ColorChecker Passport combines three photographic targets – the ColorChecker Passport Creative Enhancement Target, ColorChecker Passport Classic Target and Color Checker Passport White

Balance Target – into one pocket size protective, self-standing case that adjusts to any scene. Together with the included ColorChecker Passport Camera Calibration Software, photographers get the ultimate in functionality, flexibility and portability.

### **About the Hallmark Institute of Photography**

Hallmark Institute of Photography was established over 30 years ago to provide an accelerated academic path to a career in professional photography. Its unique 10-month in-residence program is designed to equip the motivated student with all of the tools that he or she will need to successfully launch a career in the very competitive imaging marketplace. For more information visit: <http://hallmark.edu/aboutus>.

### **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, visit [www.XritePhoto.com](http://www.XritePhoto.com). For X-Rite corporate information visit [www.xrite.com](http://www.xrite.com).

The X-Rite ColorChecker Passport is distributed by Elmsford, NY-based MAC Group [www.MACgroupUS.com](http://www.MACgroupUS.com). If you are a student or educator, visit [www.mac-on-campus.com](http://www.mac-on-campus.com) for more information on [X-Rite](#) solutions for education in photography.

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