



FOR IMMEDIATE RELEASE

X-Rite Announces Free April Webinars

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

Elmsford, NY – April 1, 2011 – [X-Rite Photo Marketing](#) announces its schedule of [April 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.

“Photographers spending an hour per Webinar learning about how X-Rite’s line of color management tools can bring their digital photography color to new levels and help them incorporate a near-effortless color workflow into their every day imaging projects,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “In April we are also pleased to showcase Wildlife and Nature photographer, Juan Pons as he hosts a special mid-month guest Webinar. All photographers whether serious enthusiasts or Professionals, who are passionate about their photography, color accuracy and workflow efficiency are encouraged to join our ongoing series of X-Rite Webinars.”

April Webinar Schedule

**Thursday, April 7, 2011; [1:00pm EDT](#) and [3:00pm EDT](#)
[RAW COLOR POWER with Adobe® Lightroom® and the ColorChecker Passport](#)**

Photographers can learn how to reduce their image processing time and improve quality control in their RAW workflow by combining the powerful color capabilities of the ColorChecker Passport and Adobe Imaging solutions.

Topics that will be covered include:

- Creating and Using Camera Profiles
- Custom White Balance with the 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®

- more -

Juan Pons Guest Webinar

**Wednesday, April 13, 2011; [1:00pm EDT](#)
[Color Wildlife Photography Comes to LIFE!](#)**

Take wildlife photography to the next level. Join wildlife and nature photographer Juan Pons as he shares his techniques for making great wildlife images. Whether attendees are planning on a once-in-a-lifetime trip to Africa or shooting in their own backyard, they'll learn how they can capture beautiful compelling images.

Who should watch this Webinar?

- Wildlife and Nature Photographers
- Professional Photographers
- Photographic Enthusiasts
- Anyone who Photographs Animals

Topics Covered:

- "Making" Pictures
- Improving your Wildlife Photography
- Elements that make great wildlife images
- Thinking about color and color management
- Pre-Visualization
- Gear and Equipment
- Tips & Techniques

**Thursday, April 21, 2011; [1:00pm EDT](#) and [3:00pm 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 X-Rite ColorMunki, 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](#) is the global leader in color science and technology. The company, which includes color

X-Rite April 2011 Webinars (cont'd)

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. For X-Rite corporate information visit www.xrite.com.

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

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