



X-Rite Announces Five Free April Webinars

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

North White Plains, NY – April 5, 2013 – [X-Rite Photo Marketing](#) announces its schedule of free [April 2013 Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers and videographers.

This month's five free Webinars are designed to help photographers and videographers 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.

"X-Rite is committed to teaching photographers and videographers how to take control of their color management and digital imaging workflow," said Mark Rezzonico, vice president, X-Rite Photo Marketing. "This month's schedule is supported with five helpful April webinars that focus on shooting tips, post-production workflow and professional level monitor calibration for still-imaging and video applications."

Two of this month's Webinars are co-sponsored with Nik software and they focus on the work of full-time professional landscape, nature and wildlife photographer Joshua Holko. Two other Webinars, co-sponsored by X-Rite and Perfectly clear software feature tips for RAW workflow with Imaging-industry artist and trainer, Janice Wendt. These new webinars are sure to get a photographer's creative juices flowing while providing them with practical ways to improve their photography.

April 2013 Webinar Schedule

Wednesday, April 10, 2013, 6:00 pm (EDT) and 8:00 pm (EDT)
Tips and Techniques for Shooting Ice and Snow with Joshua Holko

Registration Links:

6:00 pm <https://www2.gotomeeting.com/register/734604898>

8:00 pm <https://www2.gotomeeting.com/register/712525690>

X-Rite Coloratti Joshua Holko spends a lot of time out in the ice and snow of Antarctica and Iceland. His photographs have won worldwide acclaim and give us a glimpse into another world that exists in some of the most difficult climate conditions on earth. Taking photographs in these conditions poses particular issues with light, reflection, shadow, glare, and more.

Born in Melbourne, Australia, Joshua is a full-time professional landscape, nature and wilderness photographer who runs workshops and expeditions for other photographers and travellers to some of the world's wildest and remotest regions. Specializing in the Polar and sub-Polar regions of the globe, his work celebrates the extreme latitudes of the Polar environment. An ambassador

for the Polar Regions he gave up the corporate world to pursue his true passion for photography.

In this webinar Josh will show us his workflow using X-Rite ColorChecker Passport to solve some of the special issues that arise from shooting in these extreme conditions. This subject matter that can pose some difficult challenges for photographers. Josh also uses i1Display Pro to keep his monitors calibrated and profiled so that changes he makes using Nik Software's Color Efex Pro 4 and Viveza 2 can be properly evaluated.

Josh will share some of his favorite techniques using ColorChecker Passport and Nik Software for capturing and finishing beautiful images that you'll be proud to hang on your wall. Even if you've never been to Antarctica or Iceland you'll learn valuable problem solving techniques to help you in special lighting conditions.

Wednesday, April 17, 2013, 12:00 pm (EDT) and 3:00 pm (EDT)
Time Saving Tips for Raw Work Flow with Janice Wendt

Registration Links:

12:00 pm <https://www2.gotomeeting.com/register/963556730>

3:00 pm <https://www2.gotomeeting.com/register/396443074>

Ever spend more time optimizing your raw images than taking them originally? Achieving the best density, contrast and color often takes more time than we expected. The first steps in image processing are the most important steps to optimized images. Adjustments made to your raw images can change the quality of your final output. Artifacts and loss of data can be a result if the changes to the raw file are not made correctly.

Learn how to make the best changes and how to optimize files, individually or as a batch, using calibrated monitors and camera profiles by X-Rite. You'll also learn about image optimization with Perfectly Clear software in this must see webinar by Janice Wendt.

Janice is one of the Photographic industry's most respected retouch and image enhancement artist. Well known as the Trainer to the Trainers, she has more than 30 years in nature, commercial, wedding and portrait photography experience. She brings traditional techniques she learned through years of working with sensitized products into digital imaging, creating the ever-elusive WOW image factor.

Wednesday, April 24, 2013, 1:00 pm (EDT)
Professional Monitor Calibration for Still & Video

Presenter: Brenda Hipsher

Registration Link:

1:00 pm (EDT) <https://www2.gotomeeting.com/register/616498194>

As more and more still photographers move into videography with DSLR cameras the need for color management solutions specific to those output environments has become obvious. X-Rite's i1Profiler software now includes video presets for popular video formats including NTSC, PAL-SECAM, and Rec. 709. The introduction last year of the new i1Display Pro colorimeter combined with these presets in i1Profiler makes the X-Rite i1Display Pro the perfect solution for

calibrating and profiling monitors for video editing and output. capture to output solution for video editing that allows exceptional control over white balance in any scene.

This brief webinar will review how to access and utilize the video presets in i1Profiler software and will briefly look at use of ColorCheckers in the video footage as a visual reference. For those shooting, editing, and preparing video for output this webinar will provide the insight into X-Rite color management solutions that can streamline color control in video.

For more information on all X-Rite Photo webinars visit the Webinar page found under the Learning section on XritePhoto.com. All webinars are also [archived](#) for online viewing any time.

About X-Rite

X-Rite, Incorporated 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 webinar program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

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