



X-Rite Announces Free ColorChecker Passport Webinar

Two sessions on April 15th explain how ColorChecker Passport delivers improved color to Adobe[®] RAW workflows in just a few simple clicks

Grand Rapids, MI – April 7, 2010 – X-Rite (NASDAQ: XRIT), Incorporated, the world leader in color management and measurement technologies, announces its free webinar [ColorChecker Passport – Raw Color Power!](#) Taking place on Thursday, April 15, 2010 at 1:00 PM EDT and 3:00 PM EDT, these one hour webinars will show ColorChecker Passport users, or those curious about the product, how to easily bring accurate color to their digital photography to a new level.

Webinar attendees will learn how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, create their own color look and maintain color control and consistency. This webinar will teach professional photographers, photo enthusiasts and anyone interested in learning about accurate color to achieve superior color results.

“ColorChecker Passport provides photographers that are passionate about color accuracy with a near-effortless tool to capture color correctly and instantly enhance their images,” said Liz Quinlisk, X-Rite’s Director of Marketing Strategy, Photo. “This ColorChecker Passport webinar will show online attendees how they can achieve greatly improved color results saving them significant time and effort after a photo shoot.”

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

Webinar topics will include:

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

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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 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.

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