



X-Rite Photo Marketing | 8 Westchester Plaza, Elmsford, NY 10523 | T 914.347.3300 F 914.347.3309 | info@XRitePhoto.com | XRitePhoto.com

X-Rite Announces Four Free May Webinars

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

North White Plains, NY – May 2, 2012 – [X-Rite Photo Marketing](http://XRitePhotoMarketing.com) announces its schedule of [May 2012 Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Four 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.

“X-Rite’s creative May Webinar series offers photographers of all levels some exciting new topics,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “For those photographers looking for color perfection, our new i1Pro 2 Webinar will give them exactly what they are looking for and answer all their color management questions. Our creative landscape photography webinar hosted by professional photographer Joe Brady, and co-sponsored by Nik Software, is sure to get the creative juices flowing. And for those looking for tips to help them create gallery quality prints for their clients our new live video broadcast series is not to be missed.”

May Webinar Schedule

Thursday, May 3, 2012, 1:00 PM EDT

[Eddie Tapp on Creating a Gallery Quality Print](#)

This hour-long live video broadcast, presented by professional photographers Eddie Tapp and Joe Brady and sponsored by Ilford and X-Rite, will explore the tools, tips and techniques to make sure that a final print is ready for the Gallery or for a prominent location in a client's space. Both Joe and Eddie will be live on set to answer questions during the broadcast.

This live video broadcast will start with a photo shoot and discuss exposure, color, mood, lighting and posing using both ambient and studio lights. Then it's on to making sure monitors are calibrated and profiled, software choices for image editing and paper choices for the final print.

This presentation will be the first overview in a series as this subject has many facets. In future sessions they'll break down each step into more detail to show how to truly master the art of creating a Gallery Quality Print.

Please note that pre-registration is not necessary. To join this live video broadcast at 1:00 PM EDT, visit: <http://www.macgroupus.com/xrite/webinars/>

Monday, May 14, 2012, 12:00 PM EDT

[The New i1Photo Pro 2 | A New Standard for Color Management](#)

Join X-Rite for an in depth look at the new i1Pro 2 spectrophotometer and the three new professional solutions, including the [i1Photo Pro 2](#), featuring this new hardware device. This webinar will discuss how and why the new device is different and what makes it a more accurate instrument. Also discussed will be

- more -

X-Rite May 2012 Webinars (cont'd)

the new hardware/software configurations available to give photographers the most advanced options for color management in digital photography.

Attendees will learn about upgrade options, new software features, and more. There will be an opportunity for questions after the presentation.

To register for this webinar at 12:00 PM EDT, visit: <https://www2.gotomeeting.com/register/690804266>

Tuesday, May 15, 2012, 2:00 PM EDT

Get to Know X-Rite, Wacom, and OnOne Software Webinar

Each of these companies creates great tools to help streamline and enhance a photographer's digital color workflow. This webinar will walk attendees through the tools that each company provides to give them a better understanding of what is available to them.

Brenda Hipsher will review X-Rite color management solutions to help attendees understand which options are right for them. ColorChecker targets, display solutions and spectrophotometer solutions including the brand new i1Pro 2 spectrophotometers will be discussed. This review will help attendees decide which solution is best for their workflow.

Wes Maggio and Joe Sliger will show attendees the new Intuos 5 Touch with its new multi-touch surface, wireless capabilities and ExpressView heads-display function. Additionally, they will discuss the new Cintiq 24HD Pen Display, which lets users edit directly on-screen. Wacom makes a variety of pen-input solutions that enable users to edit and finish their images.

Brian Matiash will give webinar attendees an overview of onOne Software. Brian will explain all the different offerings from onOne. From masking to edges to layers, onOne has software solutions to help photographers with their creative workflow.

Attendees will have an opportunity to ask questions during the webinar. To register for this webinar, visit: <https://www1.gotomeeting.com/register/283524744>

Thursday, May 24, 2012, 11:00 AM EDT and 1:00 PM EDT

Landscape Photography Enhancements with Nik Viveza 2 and Silver Efex Pro 2 – with Joe Brady

Join X-Rite for this free webinar with host Joe Brady as he shares his techniques and workflow for turning good landscape photographs into great images with beauty and impact. Featuring the capabilities of both Nik's Viveza 2 and Silver Efex Pro 2, Joe will share his insights using these two software programs from within Adobe Photoshop and in some cases, use them in ways you might not have thought of.

Before starting any serious image editing, Joe will provide a quick overview of how and why he uses X-Rite's monitor profiling equipment so that we know the image on the screen is accurate to the file. Then the magic of Viveza 2 and Silver Efex Pro 2 will be demonstrated step-by-step so that you can put the power and simplicity of these Nik software products to use right away.

Joe Brady is a photographer, educator, workshop leader and studio owner who has been teaching Adobe Photoshop for 20 years. He produces and presents numerous online educational webinars for companies including X-Rite, Sekonic, PocketWizard, Induro and Mamiya/Leaf having had over 100,000 viewers in 2011. A speaker at many local and national venues, Joe also teaches hands-on photography workshops around the country specializing in landscape photography.

To register for this webinar at 11:00 AM, visit: <https://www2.gotomeeting.com/register/779906490>

To register for this webinar at 1:00 PM, visit: <https://www2.gotomeeting.com/register/171251746>

X-Rite May 2012 Webinars (cont'd)

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 (NASDAQ:XRIT) 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.

The X-Rite Color Checker Passport, i1Solutions, ColorMunki Display and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

#

Contact:

Mark Rezzonico

X-Rite Photo Marketing
914.347.3300

MarkR@MACgroupUS.com

Steve Rosenbaum/Leigh Nofi

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

sir@sironline.com / leighnofi@sironline.com