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FOR IMMEDIATE RELEASE

X-Rite Announces i1Display Storage Case Promotion

Free case, a \$29 value, is available now until December 31, 2010 to customers who purchase a new i1Display 2 or i1Display LT

Elmsford, NY – May 4, 2010 – X-Rite Photo Marketing announces its Free i1Display Storage Case Promotion. Customers who purchase a new X-Rite i1Display 2 or i1Display LT monitor calibration unit between May 1, 2010 and December 31, 2010 qualify to receive a free custom storage case – a \$29 value. X-Rite is the world leader in color management and measurement technologies.

These deluxe custom zippered cases are designed to easily and safely store the X-Rite i1Display 2 or i1Display LT, along with its cable and counter-weight. This protective case offers a simple solution for i1Display users to have their monitor calibration device with them so they can be assured of consistent color accuracy, whether in the studio or on the road.

“Consistently accurate color is essential for photographers interested in delivering professional-level results,” said Mark Rezzonico, Vice President X-Rite Photo Marketing. “This i1Display Storage Case Promotion not only adds value for these busy professionals but it ensures that they have everything they need to calibrate their monitor, whether working in their office or halfway around the world.”

To receive the custom case, customers simply need to register their i1Display device on-line. Once the registration process is complete they will automatically receive the case in 2-3 weeks. This offer is valid in the USA only. Program details can be found at www.XritePhoto.com/FreeCase.

About the i1Display 2

The award-winning X-Rite i1Display 2 is the professional choice for precise monitor calibration. It's ideal for photographers and designers who want complete control over their monitor profiles. The i1Display 2 offers the tools photographers and designers need to attain high-end, accurate, on-screen color, whether in their own studio or in a collaborative production environment. With the i1Display 2, users can precisely measure all types of displays - including LCDs, CRTs and laptops.

The included i1Match software offers two modes – Easy and Advanced. Easy Mode provides great results with a few simple mouse clicks, while Advanced Mode helps experienced users achieve the best possible monitor calibration with optimized brightness and contrast controls, custom gamma and white point, reference profiles to match multiple monitors, and unlimited gamma and white point settings.

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About the i1Display LT

The X-Rite i1Display LT unit offers affordable entry-level monitor calibrations for photo professionals. The i1Display LT is the perfect solution for entry-level professionals and discerning digital imaging professionals who desire accurate color on their monitor.

The included i1Match software has an intuitive interface that walks users through each step to calibrate and profile their LCD, CRT and laptop monitors. Pre-defined settings and easy mode controls provide exceptional performance, so users can attain the most accurate monitor calibration and profiling without spending hours in front of their computer. It only takes a few clicks to get professional results.

And i1Display LT monitor calibration users can easily upgrade to the more advanced functionality of X-Rite's i1Display 2 – the preferred choice of leading professional photographers and designers.

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.

The X-Rite i1Display 2 and i1Display LT are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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