



## 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 and video workflow*

North White Plains, NY – May 7, 2013 – [X-Rite Photo Marketing](#) announces its schedule of free [May 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 X-Rite offers four free webinars 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 remains committed to teaching photographers and videographers how to take control of their color management and digital imaging workflow,” said Joshua Fischer, vice president, X-Rite Photo Marketing. “This month’s webinar schedule includes four helpful topics that focus on photography, travel and presentation tips, post-production workflow and professional level monitor calibration for still-imaging and video applications.”

One of this month’s webinars is co-sponsored with Gura Gear and it focuses on the work of travel and landscape photographer Scott MacQuarrie. In a webinar co-sponsored by PhotoShelter, noted photographer and educator Eduardo Angel will offer insight and advice about editing a portfolio, developing a vision and utilizing digital workflow techniques. Two other webinars, taught by X-Rite’s own Brenda Hipsher feature tips for color workflow, the first of which focuses on Professional Monitor calibration. The second, co-sponsored by The Hallmark Institute of Photography, discusses and demonstrates overall color management, from camera to monitor to projector to prints.

These informative webinars are designed to be informational as well as inspirational by offering photographers practical ways to improve their photography.

### May 2013 Webinar Schedule

**Date:** May 14th

**Time:** 4:00 pm EDT

**Title:** Editing a Portfolio and Developing your Vision

**Presenter:** Eduardo Angel

**Registration**

**Link:** [http://pages.photoshelter.com/EduardoAngel\\_X-RitePhotoShelterWebinarRegistration.html](http://pages.photoshelter.com/EduardoAngel_X-RitePhotoShelterWebinarRegistration.html)

\*Co-sponsored by PhotoShelter

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Eduardo Angel is an acclaimed visual storyteller, educator, and consultant who possesses a keen sense of aesthetics and vision, as well as a technical expertise in digital photography and film-making workflows. His global workshops help photographers and filmmakers use technology to enhance their creativity.

In this free webinar Eduardo will share the essential topics from one of his most popular workshops: How to improve your portfolio and develop your vision. In this webinar, which is co-sponsored by PhotoShelter and X-Rite, Eduardo will discuss how to find a focus and visualize a theme within a body of work.

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Eduardo will also share stories from a recent trip to the Middle East, and he'll walk participants through an online portfolio that he created from more than 1,500 images. Webinar participants will also gain insight into Eduardo's digital workflow, which includes how he uses the ColorChecker Passport to improve image quality, and witness the thought process behind one of his latest photography projects.

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**Date:** May 22nd

**Time:** 6:00 pm EDT

**Title:** Travel and Landscape Photography: Working in the Field with Scott MacQuarrie

**Presenter:** Scott MacQuarrie

**Registration Link:** [http://xritephoto.com/ph\\_learning.aspx?action=webinars&eventdateid=5520](http://xritephoto.com/ph_learning.aspx?action=webinars&eventdateid=5520)

\*Co-sponsored by Gura Gear

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X-Rite Coloratti Scott MacQuarrie travels all over the world to capture his stunning travel and landscape photographs. One thing he always packs for travel is his (ColorChecker) Passport. In this webinar, co-sponsored by X-Rite and Gura Gear, Scott will share his tips for transporting equipment and keeping it safe, dressing for comfort in field, backing up your images on the go, and the importance of using X-Rite color management to ensure you've captured the image you envision.

Scott has literally worked on every continent on the planet. So his knowledge of how to pack and travel is something you'll want to enjoy. Scott teaches workshops on Travel and Nature Photography, Lightroom, Off Camera Flash, and more. Visit his website at [www.zwcx.com](http://www.zwcx.com) for more information about his workshops and his travels.

This webinar is one session only and at a special time to allow more travel photographers from across the world to attend. Join us on May 22nd at 6:00 pm EDT for Scott Macquarrie's Travel and Landscape Photography.

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**Date:** May 30th

**Time:** 12:00 pm EDT

**Title:** Professional Monitor Calibration for Still & Video

**Presenter:** Brenda Hipsher

**Registration**

**Link:** [http://xritephoto.com/ph\\_learning.aspx?action=webinars&eventid=1331&eventdateid=5517](http://xritephoto.com/ph_learning.aspx?action=webinars&eventid=1331&eventdateid=5517)

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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 logical solution for calibrating and profiling monitors for video editing and output.

When i1Display Pro is combined with X-Rite ColorCheckers the combination provides a capture to output solution for video editing that allows exceptional control over white balance in any scene.

This 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 photographers shooting, editing, and preparing video for output, this webinar will give them the insight into X-Rite color management solutions that can streamline their color control in video.

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**Date:** May 30th

**Time:** 3:00 pm EDT

**Title:** Simply Amazing Color. Take control of your monitor, projector, printer and camera!

**Presenter:** Brenda Hipsher

**Registration**

**Link:** [http://xritephoto.com/ph\\_learning.aspx?action=webinars&eventid=1494&eventdateid=5519](http://xritephoto.com/ph_learning.aspx?action=webinars&eventid=1494&eventdateid=5519)

\*Co-sponsored by Hallmark Institute of Photography

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Join Hallmark Alumni/ae for this special edition webinar co-sponsored by Hallmark Institute of Photography. This webinar will review the individual ColorMunki solutions including software demonstrations and discussions of how each solutions is used.

From monitor and projector to printer and camera, the ColorMunki family gives you choices and solutions for your needs. All options are small and portable for travel keeping your workflow in control no matter where in the world you find yourself.

This webinar provides the opportunity to ask questions and understand each solution in detail so you can make the right decision on what ColorMunki family solution is for you.

Stop guessing. Start knowing. Get your color workflow under control with ColorMunki by X-Rite.

#### **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](http://www.xrite.com).

For more information regarding this webinar program, visit [www.XritePhoto.com](http://www.XritePhoto.com). For X-Rite corporate information visit [www.xrite.com](http://www.xrite.com).

The X-Rite products are distributed by North White Plains, NY-based MAC Group [www.MACgroupUS.com](http://www.MACgroupUS.com).

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