



**FOR IMMEDIATE RELEASE**

## **X-Rite Announces Free June Webinars**

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

**Elmsford, NY – June 1, 2011** – [X-Rite Photo Marketing](#) announces its schedule of [June 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.

“Just in time for summer photography, this month our hour-long educational webinars will teach imaging professionals and enthusiasts how X-Rite’s line of color management tools can bring their digital photography color to new levels and help them incorporate a near-effortless color workflow into their every day imaging projects,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “Also this month we are pleased to feature two new webinars co-sponsored by Nik Software and onOne Software geared to help photographers of all levels tap into their creativity and think outside the box. All photographers who are passionate about their photography, color accuracy and workflow efficiency are encouraged to regularly join our ongoing series of X-Rite Webinars.”

### **June Webinar Schedule**

**Thursday, June 9, 2011, 11:00 AM EDT and 1:00 PM EDT**

**[RAW COLOR POWER with Adobe® Lightroom® and the ColorChecker Passport](#)**

Professional photographers and photo enthusiasts will learn how to bring their digital photography color to a new level. This webinar will instruct attendees on how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, create their own color look with one click, maintain color control and consistency and achieve superior color results in a fraction of the time.

Topics that will be covered include:

- Creating and Using Camera Profiles
- Custom White Balance with the X-Rite [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®

**Wednesday, June 15, 2011, 12:00 PM EDT and 3:00 PM EDT**

**[Wildlife and Nature Photography, Too!](#)**

In this free webinar, wildlife and nature photographer, Juan Pons will share some of his best techniques and tips for making exciting nature and wildlife photographs. He will share the techniques he uses for attracting wildlife, finding interesting and exciting places to photograph close to home and how to make excellent wildlife and nature images in the process.

Juan will discuss the necessity of good color management workflow and the tools he uses - X-Rite ColorChecker Passport and ColorMunki Photo. In addition, he uses Silver Efex Pro 2 and other NIK Software solutions to enhance and expand his raw capture images.

Topics that will be covered include:

- Getting extraordinary shots in ordinary places
- Techniques for attracting wildlife
- Finding interesting places near you
- NIK Software solutions for enhanced images
- Using ColorChecker Passport for camera profiles
- Profiling a color monitor and projector with X-Rite [ColorMunki Photo](#)

**Thursday, June 23, 2011, 3:00 PM EDT**

**[Take Control of Your Color and Unleash Your Creativity with Brian Matiash](#)**

This webinar is the first in a series co-hosted by X-Rite and onOne Software. For those curious about HDR photography and advanced amateur photographers shooting in RAW, Brian Matiash, of onOne Software, will show how to incorporate X-Rite color management solutions, including the ColorChecker Passport and ColorMunki Photo into a photographer's workflow. He'll show photographers how simple color management can be and the important role it plays in achieving great looking images. In addition, Brian will use the onOne Perfect Photo Suite to take his foundation image and stylize it so that it becomes truly memorable.

Topics that will be covered include:

- Getting the exposures you need
- Color management begins at capture
- Monitor calibration for a color managed workflow
- Using onOne Perfect Photo Suite to stylize images

**Wednesday, June 29, 2011, 11:00 AM EDT and 1:00 PM EDT**

**[Beyond Monitor Calibration - Get Prints That Match Your Display!](#)**

Perfect for wedding, portrait and landscape photographers as well as photo lab professionals and photo enthusiasts doing their own printing, this webinar, featuring the award-winning X-Rite [ColorMunki Photo](#), will teach attendees how to put a color managed workflow in place from image capture through printer output including creating custom profiles and learning how to use them correctly to produce prints that match a display every time.

Topics that will be covered include:

- Monitor to Print Matching (Calibration and Profiling)
- Obtaining consistent color in camera
- Benefits of creating and using custom printer profiles
- Soft-proofing in Adobe® Photoshop®
- Applying printer profiles in Photoshop®
- Digital Projector Profiling

Webinar registration can be found on [XritePhoto.com](http://XritePhoto.com). Visit the Webinar page found under the Learning section.

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

For more information regarding this 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 Color Checker Passport, i1Solutions and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group [www.MACgroupUS.com](http://www.MACgroupUS.com).

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