X-Rite Photo Marketing | 75 Virginia Rd., North White Plains, NY 10603 | T 914.347.3300 F 914.347.3309 | info@XRitePhoto.com | XRitePhoto.com

X-Rite Announces Two Free June 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 – June 3, 2013 – X-Rite Photo Marketing announces its schedule of free June 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.

During the month of June X-Rite offers two free webinars to help photographers and videographers gain new confidence and to learn quick, easy and powerful ways to enhance their color workflow. These webinars are designed to be informational as well as inspirational by offering photographers practical ways to improve their photography. Webinar attendees will also have the opportunity to ask questions to the live trainers.

"X-Rite's June webinar schedule underscore's the company's ongoing commitment to teaching photographers and videographers how to take charge of their color management and digital imaging workflow operations," said Joshua Fischer, vice president, X-Rite Photo Marketing. "This month's free webinar schedule includes two helpful topics that focus on creative photography, post-production workflow and professional level monitor calibration for still-imaging and video applications."

June 2013 Webinar Schedule

Date: June 12th
Time: 12:00 pm EDT
Title: The Complete Digital Photography Process with Jim DiVitale
Presenter: Jim DiVitale
*Co-sponsored by Wacom

The June 12th webinar is co-sponsored by Wacom and taught by Jim DiVitale, a commercial advertising photographer, and world-renowned photo instructor with more than thirty years experience. Topics will include calibration and custom profiling of a camera, monitor and printer to achieve a closed loop of controlled color management, using Wacom products to streamline the workflow, and provide a start to finish approach to digital photography using several photographic elements to create multi-image photographs for commercial photo-illustrations. In this program, Jim will demonstrate problem-solving techniques using digital capture and Photoshop to streamline both the creative and production of the digital imaging workflow to improve quality and save time.

To register for this free webinar, visit: https://www2.gotomeeting.com/register/867788226

Date: June 26th
Time: 12:00 pm EDT
Title: Professional Monitor Calibration for Still & Video
Presenter: Brenda Hipsher

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.

To register for this free webinar, visit: https://www2.gotomeeting.com/register/812357954

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.

For more information regarding this webinar program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite products are distributed by North White Plains, NY-based MAC Group www.MACgroupUS.com.

# # #

Contact:
Joshua Fischer
X-Rite Photo Marketing
914.347.3300
Joshuaf@macgroupus.com

Steve Rosenbaum
S.I.R. Marketing Communications, Inc.
631.757.5665
sir@sironline.com

X-Rite is a trademark of X-Rite, Incorporated