



X-Rite Announces New Display and Projector Color Calibration Solutions

i1Display Pro: user-defined professional color control for power users
ColorMunki Display: professional color accuracy made easy

GRAND RAPIDS, Mich., June 21, 2011 – [X-Rite](#), Incorporated (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, today announces the immediate availability of i1Display Pro and ColorMunki Display, two all-new technologically advanced hardware and software solutions for color calibration and profiling of displays, laptops and projectors.

The i1Display Pro is the ultimate choice for discerning photographers, designers or any imaging professionals looking for the highest on screen color accuracy. i1Display Pro offers power users ‘Advanced’ user-defined settings and in-depth quality assurance tools for precise color control, as well as predefined ‘Basic’ settings to provide them with the perfect balance of speed and options to suit their individual workflow and changing needs.

The ColorMunki Display is the ideal color solution for both passionate and professional photographers and designers looking for professional color results in an easy-to-use format that doesn’t require in-depth knowledge of color science. ColorMunki Display features an ‘Easy’ mode with a selection of one-click presets and an ‘Advanced’ mode, with easy to navigate wizard-driven options for more control. ColorMunki Display provides users everything they need in an easy to use solution that delivers high quality calibration and profile results in no time.

“Professional and passionate imaging professionals who are concerned about color perfection know that a properly calibrated and profiled display is an essential and critical component for a successful and efficient creative workflow,” said Thomas Kunz, X-Rite’s Market Manager, Imaging. “The new i1Display Pro and ColorMunki Display solutions provide all levels of users with perfectly calibrated displays and projectors, consistently and easily. This ensures a user’s digital files will be viewed and shared accurately to enable faithful reproduction every time.”

These two new solutions feature the industry’s most advanced colorimeter bundled with new display and projector profiling software to ensure unrivaled color accuracy and consistency now and in the future. Both i1Display Pro and ColorMunki Display devices feature an advanced, high-end, optical system with custom-designed filters that offer superior color measurement results on all modern display technologies and is fully updatable for future display technologies.

The new all-in-one colorimeter design also combines three important functions – ambient light measurement, display profiling, and projector profiling. An, integrated, ambient measurement diffuser makes it seamless to take ambient light measurements of the users work environment. Rotate the ambient diffuser out of position and it now acts as a tabletop stand for positioning of the device when creating projector profiles, or use the integrated tripod mount. Finally, the device is positioned on the display using an integrated counterweight with push button action to easily adjust the position for display profiling.

The new i1Display Pro and ColorMunki Display also incorporate the next generation display and projector profiling software with features like Ambient Light Smart Control that measures and compensates for ambient lighting conditions (for color accuracy regardless of the viewing conditions) and FlareCorrect™ for the measurement of display surface flare which automatically compensates for on-screen glare. The Intelligent Iterative Profiling technology of these solutions enables users to attain the highest quality color results on all modern display technologies including new LED backlight and wide gamut displays. X-Rite's Automatic Display Control (ADC) automatically adjusts the user's display hardware, further simplifying the process while attaining high quality results.

About i1Display Pro

For imaging professionals who demand the absolute highest quality and require total control and maximum flexibility to control color on their monitors and projectors, i1Display Pro is the perfect solution. Key features include:

- Technologically advanced i1Display instrument: an all new and ergonomically designed colorimeter with new optical technology and filter set
- 5X measurement speed measures more color patches in less time
- 3-in-1 functionality - designed to easily switch between display or projector profiling and ambient light capture
- Fully updatable for future display technologies
- Next generation i1Profiler display and projector profiling software
- Infinite control of white point, luminance, contrast ratio, gamma and more
- Measurement, compensation and ongoing monitoring of ambient lighting conditions
- Multiple monitor and workgroup matching
- FlareCorrect™ for display surface flare measurement and compensation
- Intelligent Iterative Profiling to accurately measure the color capabilities of a display
- Profile optimization using colors extracted from images or PANTONE® Color Libraries
- X-Rite's Automatic Display Control (ADC) automatically adjusts display hardware further simplifying the profiling process
- Display QA workflow feature provides display quality check and trending over time
- Display uniformity test to show white point and luminance uniformity over nine locations on display
- PANTONE Spot Color optimization with included PANTONE Color Manager software

About ColorMunki Display

Without needing in-depth knowledge of color science, the new X-Rite ColorMunki Display quickly and easily provides users with amazingly accurate display calibration and profiles. For both passionate and professional color perfectionists who demand professional quality results coupled with an easy, Wizard-driven interface, ColorMunki Display offers the advanced technology they need to get brilliantly-calibrated and profiled displays every time.

Key features include:

- Technologically advanced ColorMunki Display instrument: an all new and ergonomically designed colorimeter with new optical technology and filter set
- 3-in-1 functionality - Unique ergonomic design for quickly switching between monitor or projector profiling and ambient light capture
- Fully updatable for future display technologies
- Advanced ColorMunki display and projector profiling software
- Intelligent Iterative Profiling to accurately measure the color capabilities of a display.
- Easy and Advanced modes in a wizard driven interface with predefined options for ease-of-use
- Ambient Light Smart Control for measurement, compensation and ongoing monitoring of ambient lighting conditions
- X-Rite's Automatic Display Control (ADC) adjusts display hardware further simplifying the process
- FlareCorrect™ for display surface flare measurement and compensation

Availability

The new i1Display Pro and ColorMunki Display are now available from X-Rite (North America) and Pantone online stores and also from the company's worldwide network of resellers.

For more information on these solutions, please visit www.xrite.com, www.xritephoto.com or www.pantone.com, or contact your local X-Rite press representative.

About X-Rite

(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company, which now includes design industry color 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, www.XritePhoto.com or www.pantone.com

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