



FOR IMMEDIATE RELEASE

X-Rite Announces Free ColorChecker Passport Software Update

Software version 1.0.2 now fully compatible with Adobe® Photoshop® Lightroom® 3

Elmsford, NY – July 7, 2010 – X-Rite Photo Marketing announces that a free software update is now available for the ColorChecker Passport. ColorChecker Passport combines three photographic targets into one pocket-sized protective, self-standing case that adjusts to any scene. Together with the included camera calibration software, photographers get the ultimate in functionality, flexibility and portability.

New features of ColorChecker Passport software v1.0.2 include the following:

- Now fully compatible with Adobe Photoshop Lightroom 3
- Improved color extraction for better profile accuracy
- Improved patch detection (eliminates errors in cases where the luminance of light-colored patches meets or exceeds the luminance of the white patch)

“X-Rite knows how important color accuracy and responsive workflow is for professional photographers,” said Mark Rezzonico, Vice President, MAC Group/X-Rite Photo Marketing. “That’s why ColorChecker Passport software was updated the same month Lightroom 3 was made available and is free to our customers.”

Instructions on how to update ColorChecker Passport software is available on the X-Rite Photo blog site at: <http://blog.xritephoto.com/?p=2203>

About the X-Rite ColorChecker Passport

X-Rite’s ColorChecker Passport device is a powerful “capture to edit” color solution for any photographer looking for more accurate, consistent color and creative flexibility in their digital photography Raw workflow. And when combined with software controls found in Adobe Imaging solutions, photographers can gain even greater workflow benefits by significantly reducing their digital image processing time.

With the included ColorChecker Passport Camera Calibration Application and Lightroom Plug-In, shooters can quickly and easily build camera profiles for Adobe Imaging solutions including Lightroom, Photoshop, Photoshop Elements, Camera Raw (ACR) and Bridge.

This advanced profiling technology provides excellent results with just a small 24-patch ColorChecker Classic target, producing camera profiles that work exceptionally well, even in unusual artificial light sources. Whether shooting with just one camera, or multiple cameras, photographers can easily establish an accurate color foundation and accurately maintain control of their colors.

Supported operating systems: Windows XP, Vista and 7; Mac OSX 10.5 and 10.6
Supported languages: EFIGS+J+C+P

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 ColorChecker Passport is distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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