



X-Rite Announces Three Free August Webinars

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

North White Plains, NY – August 1, 2013 – [X-Rite Photo Marketing](#) announces its schedule of free [August 2013 webinars](#) that have been developed to address specific photography and color management topics and are designed to appeal to both professional and serious amateur photographers.

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

“This month’s free webinars not only provide valuable information to help photographers learn about the importance of color management and how they can take control of their digital imaging workflow,” said Joshua Fischer, Product Marketing Manager, X-Rite Photo Marketing. “The three August webinars also include two especially insightful sessions led by professional photographers Cristina Mittermeier and Marc Muench which highlight the challenges of travel photography, image organization, photography with a social purpose and efficient post-production workflow habits.”

August 2013 Webinar Schedule

Date: Tuesday, August 13th

Time: 1:00 pm EDT

Title: [Photography That Makes a Difference](#)

Presenter: Cristina Mittermeier

*Co-sponsored with Sony

X-Rite Coloratti and Sony Artisan of Imagery Cristina Mittermeier travels the world to capture her compelling images. Her images are informed by the experiences she has enjoyed in her life – growing up in Mexico, training and working as a marine biologist, raising children, writing, traveling the world over, and a 20 year career in conservation. Cristina is the president of the International League of Conservation Photographers. Her images tell a story to further her life's mission using photography to protect our planet's precious resources.

In this webinar Cristina will share some of her journeys and discuss why she uses Sony equipment to capture these amazing stories in photographs. She will also discuss the importance of X-Rite color management solutions to ensure that her vision is translated from the camera's sensor, to the computer monitor, and beyond to exhibitions, magazines, books, and more. Cristina Mittermeier's photographs have a purpose: to change the way we view the world and motivate us to protect it.

To register for this free webinar, visit: <https://www2.gotomeeting.com/register/787098362>

Date: Monday, August 19th

Time: 1:00 pm EDT

Title: [Color Management for the Rest of Us](#)

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Presenter: Brenda Hipsher, X-Rite Field Marketing Manager in the U.S. and Canada

Managing a photographer's color workflow is one of the most important elements in obtaining repeatable and predictable results. This webinar focuses on simple color workflow issues addressing photographers who are tired of throwing away paper and wasting their time.

This 1-hour webinar presents color management as one of the easiest and most misunderstood things in the digital photo business. Topics covered include techniques and products that allow photographers to concentrate on the business and art of their photography. Color management made easy. It's harder NOT to do it!

To register for this free webinar, visit: <https://www2.gotomeeting.com/register/193076562>

Date: Tuesday, August 27th

Time: 1:00 pm EDT

Title: [Cataloging in Lightroom: Organizing Your Images for Travel](#)

Presenter: Marc Muench

X-Rite Coloratti Marc Muench has been organizing image libraries containing millions of image files for over 20 years. He is a third generation landscape photographer with vast experience in not only creating imagery for hundreds of companies but also in organizing the images for the clients. He now teaches his organizational techniques in many of his photography workshops.

In this webinar, Marc will teach some of the basics that have helped him manage his images, in addition to illustrating his technique for managing a single Master Catalog in Adobe Lightroom. His method allows for the use of a second computer or travel computer to be used with a temporary catalog during shoots, emphasizing the importance of using calibrated and profiled monitors in all environments for accurate viewing and image evaluation. Marc will demonstrate how to import images by utilizing custom "Develop Settings" containing camera profiles made with ColorChecker Passport. He'll also cover how to merge the catalogs to maintain the single Master Catalog workflow.

Photographers should join the webinar for informative and useful information that will help them stay organized no matter where they travel.

To register for this free webinar, visit: <https://www2.gotomeeting.com/register/273590114>

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.

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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