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**FOR IMMEDIATE RELEASE**

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

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

**Elmsford, NY – August 3, 2011** – [X-Rite Photo Marketing](#) announces its schedule of [August Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Three 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.

“This month our hour-long educational webinars will once again 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 a new webinar – one hosted by professional photographer Suzette Allen and co-sponsored by Nik Software. This brand new webinar is sure to help get the creative juices flowing for photographers of all levels and styles.”

### **August Webinar Schedule**

**Tuesday, August 16, 2011, 11:00 AM EDT & 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, August 17, 2011 12:00pm EDT & 2:00pm EDT**

**[Everyday Imaging Miracles with Suzette Allen](#)**

Join professional photographer Suzette Allen as she discusses her specialty environmental and studio portraits, fine art and commercial photography. During this webinar she will cover useful and time saving

**- more -**

tips for Photoshop in addition to the latest X-Rite color management and Nik Software solutions.

Suzette will demonstrate to webinar attendees how she takes control of her color workflow allowing her ultimate creative control. She'll also demonstrate how to quickly tackle tricky corrections in portraits and landscapes, clean up backgrounds in the studio, and how to quickly improve sports images.

Who should attend this webinar

- Studio portrait photographers
- Fine art photographers
- Environmental portrait photographers
- Commercial photographers
- Aspiring amateurs and avid enthusiasts

To register for either of the two sessions, please visit:

Wednesday, August 17, 2011 9:00 AM PDT/ 12:00 EDT/ 16:00 GMT

<http://www2.gotomeeting.com/register/401684123> \

or

Wednesday, August 17, 2011 11:00 AM PDT/ 2:00 PM EDT/ 18:00 GMT

<http://www2.gotomeeting.com/register/484557626>

For more information about Suzette Allen visit her website at <http://www.suzetteallen.com>. This webinar is sponsored by X-Rite Photo and Nik Software.

**Tuesday, August 23, 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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