



**FOR IMMEDIATE RELEASE**

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

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

**Elmsford, NY – August 9, 2010** – X-Rite Photo Marketing announces its upcoming schedule of Webinars that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Two 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.

“Professional photographers, photo enthusiasts and anyone passionate about color accuracy and workflow efficiency is encouraged to join our ongoing series of X-Rite Webinars,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “This month photographers can spend an hour per Webinar learning about 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.”

### **August Webinar Schedule**

**Thursday, August 12, 2010; 1:00 pm EDT and 3:00 pm EDT**

[RAW COLOR POWER with Adobe® Lightroom® and the ColorChecker Passport](#)

Photographers can learn how to reduce their image processing time and improve quality control in their RAW workflow by combining the powerful color capabilities of the ColorChecker Passport and Adobe Imaging solutions.

Topics that will be covered include:

- Creating and Using Camera Profiles
- Custom White Balance with the 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®

**Thursday, August 26, 2010; 1:00 pm EDT and 3:00 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 X-Rite

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ColorMunki, 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](http://X-Rite) is the global leader in color science and technology. The company, which includes color industry leader [PANTONE Inc.](http://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](http://www.XritePhoto.com). For X-Rite corporate information visit [www.xrite.com](http://www.xrite.com).

The X-Rite Color Checker Passport and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group [www.MACgroupUS.com](http://www.MACgroupUS.com).

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