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X-Rite Announces Three Free September 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 – September 3, 2013 – [X-Rite Photo Marketing](#) announces its schedule of free [September 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 September, 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 September 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.

“The X-Rite September webinars will help photographers of all levels see simple retouching techniques to make better-looking portraits and watch as powerful landscape photographs emerge from images captured in the harshest imaginable climates on earth,” said Joshua Fischer, Product Marketing Manager, X-Rite Photo Marketing. “The September webinars feature photographer, author and teacher Lee Varis and landscape, wilderness and nature photographer Joshua Holko. Rounding out the September free webinar schedule is an interactive session focusing on the ColorMunki family of color management solutions designed to provide advanced controls for every photographer’s digital workflow.”

September 2013 Webinar Schedule

Date: Wednesday, September 18th

Time: 1:00 pm EDT

Title: [Portrait Retouching for the Artistically Challenged](#)

Presenter: Lee Varis

X-Rite Coloratti Lee Varis is an educator, photographer and Photoshop guru. He is also the best-selling book author of "[Skin: The Complete Guide to Digitally Lighting, Photographing and Retouching Faces and Bodies](#)." In this webinar, Lee will demonstrate new techniques for portrait retouching that take advantage of the powerful image processing capabilities of Adobe Photoshop and an X-Rite calibrated and profiled monitor to enhance the average subject. Lee will also show webinar attendees how they can create portrait enhancements that rival the experts, in just a few minutes and without the need for special skills. To register for this free one-hour webinar, visit: <https://www2.gotomeeting.com/register/714414666>

Date: Wednesday, September 25th

Time: 1:00 pm EDT

Title: [Color Management: The easy Way Out](#)

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

From monitor and projector to printer and camera, the ColorMunki family offers a complete range of color management solutions for any photographer’s needs. This webinar will review the individual ColorMunki solutions including software demonstrations and discussions of how each solution is used. Webinar participants are encouraged to ask questions in order to best understand what each solution offers so every photographer can match which ColorMunki family solution is right for them.

Webinar attendees will learn why color management is one of the easiest and most misunderstood concepts in the digital photo business. Any photographer who is tired of throwing away their photos or wasting their time

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can learn in this 1-hour free webinar, why they need to be concerned about color management. To register for this free webinar, visit: <https://www2.gotomeeting.com/register/872831914>

Date: Wednesday, September 25th

Time: 7:00 pm EDT

Title: [Processing Ice and Snow Images](#)

Presenter: Joshua Holko

* Co-sponsored with Moab paper

X-Rite Colorattti Joshua Holko spends a lot of time out in the ice and snow of Antarctica and Iceland. His photographs have won worldwide acclaim and they provide a glimpse into another world that exists in some of the most difficult climate conditions on earth. Taking photographs in these conditions poses particular issues with light, reflection, shadow, glare, and more.

Born in Melbourne, Australia, Joshua is a full-time professional landscape, nature and wilderness photographer who runs workshops and expeditions for other photographers and travellers to some of the world's wildest and remotest regions. Specializing in the Polar and sub-Polar regions of the globe, his work celebrates the extreme latitudes of the Polar environment. An ambassador for the Polar Regions, he gave up the corporate world to pursue his true passion for photography.

In this webinar Josh will discuss his workflow using X-Rite color management solutions like the ColorChecker Passport and the i1Display Pro to ensure that everything he does in his workflow is color managed, saving time and producing a better image as the end result. Joshua will also talk about why he uses Moab Paper for his photographic prints. Additionally, Joshua will talk about some of the pitfalls of shooting and processing images with snow and ice and what to look for when editing images for printing. He will reveal specific techniques for getting texture and tone into snow and ice photographs.

To register for this free webinar, visit: <https://www2.gotomeeting.com/register/262300306>

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.

The X-Rite products are distributed by North White Plains, NY-based MAC Group www.MACgroupUS.com.

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