



## **X-Rite Announces ColorMunki Smile, a New Entry-Level Color Calibration Solution**

*ColorMunki Smile provides amazingly simple monitor calibration*

**GRAND RAPIDS, Mich., (September 18, 2012)** – [X-Rite](#), Incorporated, the world leader in color management, measurement and communication technologies, announces today a new addition to the ColorMunki family of color calibration solutions – the ColorMunki Smile. Ideal for photo hobbyists, design enthusiasts, gamers and any other users looking for the easiest way to color correct their computer monitors, ColorMunki Smile offers a simple and affordable option for beginner color perfectionists.

ColorMunki Smile includes a color measurement device and very simple software. Thanks to a wizard-based user interface that uses graphics and video animation, users just need to follow the on-screen instructions that walk them through the quick and easy calibration process. Best of all, users don't need to know anything about color science to get good quality results with the ColorMunki Smile.

“ColorMunki Smile features advanced color measurement technologies that X-Rite is known for while providing beginner color enthusiasts with an easy-to-use solution for calibrating monitors,” said Thomas Kunz, X-Rite’s Market Manager, Imaging. “With the introduction of ColorMunki Smile, users can now be sure that their monitors always accurately display the true colors of their photographs, videos, games and web browsing experiences.”

Using the same color profile technology as X-Rite’s professional-level color calibration products, ColorMunki Smile provides color accuracy on commonly used LED and LCD displays.

Users can also calibrate multiple monitors to accurately show colors. ColorMunki Smile software automatically detects when multiple monitors are connected to a single Mac or PC computer and allows users to color correct each one.

ColorMunki Smile extends the X-Rite portfolio of Display products by now offering an entry level display product. Also available for more advanced users is the [ColorMunki Display](#) and for professional users – the [i1Display Pro](#).

### **Availability**

ColorMunki Smile is available now from X-Rite (North America) and Pantone online stores and also from the company’s worldwide network of resellers for an MSRP of \$99. ColorMunki Smile includes a colorimeter with counterweight, ColorMunki Smile software for calibrating monitors, and Quick Start Guide.

-more-

For more information on this solution, please visit [www.xrite.com](http://www.xrite.com), [www.xritephoto.com](http://www.xritephoto.com) or [www.pantone.com](http://www.pantone.com), or contact your local X-Rite press representative.

**About X-Rite**

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, 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), [www.xritephoto.com](http://www.xritephoto.com) or [www.pantone.com](http://www.pantone.com)

©2012 X-Rite, Inc. All rights reserved. X-Rite is a registered trademark of X-Rite, Inc. PANTONE® and other Pantone trademarks are the property of Pantone LLC. ©2012. All rights reserved. All other trademarks are the property of their respective owners.

- # # # -

**X-Rite Corporate Contacts:**

**AMERICAS**

Liz Quinlisk  
[lquinlisk@xrite.com](mailto:lquinlisk@xrite.com)  
Tel: +1 845-566-0466

**EMEA**

Paula Rosales  
X-Rite  
[prosales@xrite.com](mailto:prosales@xrite.com)  
Tel: +41 44 842 2088

**ASIA PACIFIC**

Peggy Yan  
[pyan@xrite.com](mailto:pyan@xrite.com)  
**+852 2535 1923**

**X-Rite Press Contacts:**

**AMERICAS**

Steven Rosenbaum / Leigh Nofi  
[sir@sironline.com](mailto:sir@sironline.com) / [leighnofi@sironline.com](mailto:leighnofi@sironline.com)  
Tel: + 1 631-757-5665

**EMEA**

Lutt Willems  
Duomedia  
[lutt.w@duomedia.com](mailto:lutt.w@duomedia.com)  
Tel: +32 2 560 21 50

**Pantone Press Contact:**

Ali O'Leary  
[ali.o'leary@edelman.com](mailto:ali.o'leary@edelman.com)  
Tel: + 1 650 762-2986