



FOR IMMEDIATE RELEASE

X-Rite Announces Free October Webinars

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

Elmsford, NY – October 4, 2011 – [X-Rite Photo Marketing](#) announces its schedule of [October Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Four 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.

“Consistent, accurate color management remains an important building block for photographers seeking professional looking images,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “In October, our free educational webinars will again teach interested photographers how X-Rite’s line of color management tools can bring their digital photography color to new levels. Also this month we are pleased to feature two new webinars – one hosted by professional photographer Jane Conner-Ziser and co-sponsored by Nik Software as well as the second webinar in a three part series to improve color management skills. These brand-new webinars will outline workflow ideas designed to transform even ordinary photos into extraordinary images.”

October Webinar Schedule

Wednesday, October 5, 2011, 12:00 PM EDT & 3:00 PM EDT

[One Step Beyond Amazing hosted by Jane Conner-Ziser](#)

This webinar is designed to help nature, portrait and wedding photographers showcase their own style and increase the emotional impact of their work. First and foremost in any successful workflow is color management. X-Rite’s [ColorMunki Display](#) and [ColorChecker Passport](#) give the busy professional a quick, easy, professional option for getting color under control in their workflow. And Nik Software’s choices of Color Efex Pro, HDR Efex Pro, Silver Efex Pro and Viveza are geared towards how they work artistically both in mood and functionality. These Nik software products provide “instant ambiance” for added aesthetics to photographs and paintings bringing out specific details, allowing targeted contrast control.

Topics covered during this webinar include:

- Using ColorChecker Passport for accuracy in capture
- Profiling monitors and projectors
- Using Viveza and Color Efex Pro for the best depth and color in photographs, retouching, and painting
- CEP filters and how they are used
- Using Photoshop® layers, layer masks, and opacities to develop custom filter packs

- more -

Friday, October 14, 2011, 4:00 PM CEST (10:00 AM EDT)

[Improve your Color Management Skills, Part 2](#)

Photographers can improve their color management skills by joining professional photographer and X-Rite [Coloratti Jon R. Trengereid](#) for part two of a three part international education series and complete introduction to Adobe® Lightroom® 3. This webinar will help photographers get the best out of their equipment, speed up their workflow, gain greater control over their raw files and get accurate colors every time.

Part 2, second session, will cover:

- An intro to Lightroom (what separates LR from Adobe bridge and other raw converters)
- How to set up Lightroom for efficient workflow
- Selecting and rating images for workflow speed

Part 3 of this webinar series will take place on November 18, 2011. To register for Part 2 visit:

<https://www1.gotomeeting.com/register/931862105>

Tuesday, October 18, 2011, 11:00 AM EDT & 1:00 PM EDT

[RAW COLOR POWER with 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®

Tuesday, October 25, 2011, 11:00 AM EDT & 1:00 PM EDT

[Stop Guessing - Start Knowing! Accurate Monitor Color with X-Rite](#)

Knowing that a monitor is accurately showing the true color and tonal range of images is the first and most important step to getting great prints. If a monitor isn't properly calibrated and profiled, a photographer could be guessing whenever they make any edits to their images. This webinar is perfect for anyone that has had trouble getting prints that match the image on their monitor.

During this webinar, attendees will learn how X-Rite's two new display solutions – the [ColorMunki Display](#) and [i1Display Pro](#) – feature all-new state-of-the-art hardware and software for color calibration and profiling of displays, laptops and projectors.

Webinar registration can be found on 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.

For more information regarding this program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite Color Checker Passport, i1Solutions, ColorMunki Display and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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