



## **X-Rite and NEC Announce Partnership to offer i1Display technology to SpectraView Customers**

*X-Rite color calibration technology chosen for NEC's state-of-the-art displays*

**GRAND RAPIDS, Mich., October 27, 2011** – [X-Rite](#), Incorporated (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, announces today that [NEC Display Solutions](#), a leading provider of commercial LCD display and projector solutions, has chosen to bundle a customized X-Rite [i1Display](#) color calibration device along with their [SpectraView<sub>II</sub>](#)<sup>™</sup> software and SpectraView displays to ensure accurate color is delivered on every NEC professional desktop display.

“NEC’s selection of X-Rite’s i1Display technology for the new SpectraSensor Pro recognizes the high-quality and accurate color measurement that is built into the new X-Rite i1Display colorimeter,” said Art Marshall, Product Manager of Professional and Medical Desktop Displays at NEC Display Solutions. “It also recognizes the importance that NEC places on satisfying the needs of our most critical user base – the color professional.”

“As one of the industry leaders in visual display technology, NEC Display Solutions is now offering X-Rite’s unparalleled color measurement technology to its customers that demand high-quality and reliable display profiling,” said Jan Keller, X-Rite’s vice president, OEM Sales. “The addition of our custom i1Display solution to NEC’s SpectraView software provides color perfection for a wide range of NEC display users.”

This program allows NEC Display Solutions to better serve their customers’ needs by offering the customized X-Rite i1Display device as SpectraSensor Pro ([MDSVSENSOR3](#)), bundled with SpectraView software ([SVII-PRO-KIT](#)) and also as part of a SpectraView display.

In addition, the SpectraView<sub>II</sub> software will support any retail version of the i1Display Pro, providing NEC customers with another option for accurate display calibration.

For more information visit NEC Display Solutions of America, Inc.: <http://www.necdisplay.com/> or X-Rite: [www.xrite.com](http://www.xrite.com).

### **About NEC Display Solutions SpectraView**

Designed for professionals with color-critical applications, SpectraView combines award-winning NEC display technology with a color-measurement sensor and sophisticated calibration software. The result is highly accurate, reliable, repeatable, feature-rich solution for display calibration and profiling.

The SpectraView system uses a color sensor to take color measurements of the display screen during calibration. The software analyzes these measurements and sends color adjustment commands directly to the display monitor. This means that color adjustments are made in the monitor rather than in the video graphics adapter. With SpectraView, the video graphics adapter is not used at all to make any gamma or Tone Response Curve corrections to the display, so the fidelity of the system is maintained.

SpectraView is available on Apple Mac OS, Microsoft Windows and some Linux distributions.

### **About the X-Rite i1Display Pro**

The i1Display Pro is the ultimate choice for discerning photographers, designers or any imaging professionals looking for the highest on screen color accuracy. i1Display Pro offers power users ‘Advanced’ user-defined settings and in-

## **X-Rite and NEC Announce Partnership (cont'd)**

depth quality assurance tools for precise color control, as well as predefined 'Basic' settings to provide them with the perfect balance of speed and options to suit their individual workflow and changing needs.

This new solution features the industry's most advanced colorimeter bundled with new display and projector profiling software to ensure unrivaled color accuracy and consistency now and in the future. The i1Display Pro device features an advanced, high-end, optical system with custom-designed filters that offer superior color measurement results on all modern display technologies and is fully updatable for future display technologies.

The new all-in-one colorimeter design also combines three important functions – ambient light measurement, display profiling, and projector profiling. An, integrated, ambient measurement diffuser makes it seamless to take ambient light measurements of the users work environment.

The new i1Display Pro also incorporate the next generation display and projector profiling software with features like Ambient Light Smart Control that measures and compensates for ambient lighting conditions (for color accuracy regardless of the viewing conditions) and FlareCorrect™ for the measurement of display surface flare which automatically compensates for on-screen glare. The Intelligent Iterative Profiling technology of these solutions enables users to attain the highest quality color results on all modern display technologies including new LED backlight and wide gamut displays. X-Rite's Automatic Display Control (ADC) automatically adjusts the user's display hardware, further simplifying the process while attaining high quality results.

For more information on the i1Display Pro, 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 NEC Display Solutions of America, Inc.**

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://necdisplay.com/digital-media-library>.

### **About X-Rite**

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

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