



FOR IMMEDIATE RELEASE

X-Rite Announces Free November 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 28, 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.

Set for next month, “PDF to Blurb Book Color Workflow”, “Beyond Monitor Calibration – Get Prints That Match Your Display!” and “RAW Color Power with Adobe® Lightroom® and the ColorChecker Passport” Webinars are sure to help photographers gain new confidence and to learn quick, easy and powerful ways to enhance their color workflow. Webinar attendees will have the opportunity to ask questions during the presentation.

“Professional photographers, photo enthusiasts and anyone passionate about color accuracy and workflow efficiency is encouraged to join our ongoing series of monthly X-Rite Webinars,” said Mark Rezzonico, Vice President X-Rite Photo Marketing. “Next month Webinar attendees will have the opportunity to spend an hour per Webinar learning about how X-Rite’s line of color management tools can greatly benefit their imaging workflow and help them achieve perfect color every time.”

November Webinar Schedule

11/17/2010 -- 1:00pm – 2:00pm EST and 3:00pm – 4:00pm EST

[PDF to Blurb Book Color Workflow](#)

Blurb's PDF to Book capabilities gives photographers complete control over the bookmaking process. In this Webinar sponsored by X-Rite and Blurb, the entire process from image capture, to soft-proofing in Photoshop® to book layout in InDesign® to upload to Blurb will be covered.

This Webinar will show attendees how to implement a color workflow to ensure that the photos in their book print with the best quality and accuracy possible. It will also provide tips on how to use ColorChecker Passport and ColorMunki Photo from X-Rite so that color from capture-to-edit-to-print is accurate and consistent. Using Adobe Photoshop, it'll show how to soft-proof images to see how they will print in a Blurb book. Using custom InDesign templates direct from Blurb, the Webinar host will design a book, pre-flight the results and upload the finished book to Blurb.

11/18/2010 -- 1:00pm – 2:00pm EST and 3:00pm – 4:00pm EST

[Beyond Monitor Calibration - Get Prints That Match Your Display!](#)

Photographers are invited to this free Webinar to see for themselves how to easily have their printed images match their display – every time!

For anyone serious about their images, one of the most important considerations is accurate and consistent color. This webinar, featuring the new X-Rite ColorMunki, will show attendees how to put a color managed workflow in place from image capture through printer output. Creating custom

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profiles is a snap. Participants learn how to use them correctly and produce prints that match the display in no time.

11/30/2010 1:00pm – 2:00pm EST and 3:00pm – 4:00pm EST

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

ColorChecker Passport is a powerful ‘capture to edit’ color solution for any photographer looking for more accurate, consistent color and creative flexibility. During this webinar X-Rite will show photographers how to bring their digital photography color to a new level by using the ColorChecker Passport with Adobe Lightroom. This Webinar teaches how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, create a color look with one click and maintain color control and consistency. Participants will learn how to achieve superior color results in a fraction of the time.

Webinar registration can be found on XritePhoto.com. Visit the Webinar page found under the Learning section.

About X-Rite

[X-Rite](#) is the global leader in color science and technology. The company, which includes color industry leader [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. For X-Rite corporate information visit www.xrite.com.

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

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