



FOR IMMEDIATE RELEASE

X-Rite Announces New Camera Calibration Promotion

Free Mini ColorChecker® Classic and camera profiling software available for limited time

Elmsford, NY – October 28, 2010 – X-Rite Photo Marketing announces today a new Camera Calibration Promotion. Available until December 31, 2010, customers who purchase a new X-Rite i1Display 2, i1Display LT or ColorMunki Photo from any authorized dealer in the US or Canada and register their product at www.xritephoto.com will receive a free pocket-sized mini ColorChecker Classic (a \$62 value) by mail along with a link to download the latest version of the ColorChecker Camera Profiling Software.

“Camera profiling is such an essential part to making perfect color images,” said Mark Rezzonico, Vice President, MAC Group/X-Rite Photo Marketing. “And by using the mini ColorChecker Classic and ColorChecker Camera Profiling software together with X-Rite’s line of products for calibrating monitors, projectors and printers, any photographer will have all the tools he or she needs for their best color images ever.”

Camera profiling is an important step in managing a photographer’s color workflow. Ensuring that color is captured correctly simplifies the process of editing images, adds consistency and saves time after the shoot. For more information regarding this camera calibration promotion, visit www.xritephoto.com/CCpromo.

About the X-Rite Mini ColorChecker Classic

Perfect for creating color profiles for digital cameras, the mini ColorChecker Classic target is designed to deliver true-to-life image reproduction so photographers can predict and control how color will look under any illumination. Each of the 24 colors represents the actual color of natural objects and reflects light just like its real-world counterpart.

About ColorChecker Camera Profiling Software

ColorChecker Camera Calibration Software let’s imaging professionals quickly and easily build DNG profiles for Adobe® Imaging solutions including Lightroom®, Photoshop®, Photoshop® Elements, Camera Raw (ACR) and Adobe® Bridge. This advanced profiling technology provides excellent results with just the small 24-patch ColorChecker Classic target, producing DNG profiles that work exceptionally well, even in unusual artificial light sources.

About i1Display 2

X-Rite i1Display 2 provides professional monitor calibration for photographers and designers. i1Display 2 is the professional choice for precise on-screen color. It's perfect for photographers and designers who want more control over their monitor profiles.

About i1Display LT

The X-Rite i1Display LT offers a quick and easy solution for professional calibration and profiling of all types of monitor: LCDs, CRTs and laptops.

About ColorMunki Photo

Designed specifically for wedding, portrait and event photographers — or any passionate advocate – X-Rite ColorMunki Photo is a completely integrated color control solution to calibrate displays, projectors and printers; so photographers get accurate screen to print color matching, every time. Combined with ColorMunki Photo's included creation and communication tools users will have unparalleled control, so they can bring their vision to life and share it with the world.

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 X-Rite Photo, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite ColorChecker Classic, i1Display 2, i1Display LT and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

#

Contact:

Mark Rezzonico

X-Rite Photo Marketing
914-347-3300

MarkR@MACgroupUS.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.
631.757.5665

sir@sironline.com / leighnofi@sironline.com