



X-Rite Announces New i1 Professional Color Management Solution for Professional Photographers

New i1Photo Pro features i1Profiler next generation color profiling software, ColorChecker camera calibration system, and ColorChecker Proof

GRAND RAPIDS, Mich., October 28, 2010 – [X-Rite](#), Incorporated (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, today announces the new i1Photo Pro Professional Color Management Solution for professional photographers. Designed to accommodate all levels of proficiency and expertise, the high performance i1Photo Pro is specifically targeted to meet the unique needs of the professional photographer who demands accurate color with the realities of limited budgets.

For the ultimate in color control, X-Rite's i1Photo Pro solution includes the new i1Profiler software – X-Rite's entirely new next generation color profiling software, an i1Pro spectrophotometer, ColorChecker Proof target – a new ColorChecker target for direct viewing analysis against a printed target, ColorChecker camera calibration system including a mini ColorChecker Classic target and ColorChecker Passport camera calibration software, and more.

"i1Photo Pro provides professional photographers with the most accurate color control for their imaging needs," said Thomas Kunz, X-Rite's Market Manager, Photo. "With the combined power of the award-winning industry-standard i1Pro spectrophotometer and today's most powerful color profiling software, i1Photo Pro users now have the most professional tools they need to perfectly match their colors from camera to monitor to projector to printer. For the discerning photographer not willing to compromise on color, i1Photo Pro allows them to confidently and consistently deliver perfect color images to their clients."

i1Photo Pro is part of a full portfolio of solutions announced today that also includes i1Basic Pro, i1 Publish and i1Publish Pro. All four solutions feature groundbreaking new technology and applications including: i1Profiler, ColorChecker Proof, and PANTONE Color Manager color swatch bridging software.

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About X-Rite i1Photo Pro

i1Photo Pro is specifically designed for discerning photo professionals to manage their RGB workflow from camera to display and projector to print. Thanks to the iterative profiling capability of the i1Profiler software, professional photo users will enjoy the highest quality color results that especially target highlight and shadow details and delivers greater color accuracy for more neutral grays and natural skin tones.

Additional highlights include:

- Achieve true colors on all LCD, CRT and laptop monitors
- Perfect printed colors every time, on any RGB printer
 - Optimize profile based on a photographer's images for specific colors, black & white, or flesh tones, PANTONE libraries and captured spot colors – get the color look desired without editing any profiles
 - Capture ambient light to adapt output profile for any gallery, studio or retail environment for a perfect color match to lighting conditions
 - Choose from standard test charts or customize to meet specific color and paper size requirements
 - Quickly check color output quality with new ColorChecker Proof visual assessment target
- High quality projector profiles to accurately project images on the big screen and confidently display images to clients at true to life size and color
- Profile digital cameras with the included ColorChecker Camera Calibration system
- Capture spot colors off virtually any surface – ideal for matching colors from surroundings or for corporate ID photography
- Easily select special colors from libraries with the included PANTONE Color Manager

i1Photo Pro includes an i1Pro spectrophotometer (measurement device), ambient light measurement head, monitor holder, positioning target, scanning ruler, backup board, i1Profiler software for monitors, RGB printers and digital projectors, ColorChecker Passport Camera Calibration software and mini ColorChecker Classic target for cameras, ColorChecker Proof Target, PANTONE Color Manager, Beamer holder and soft-sided water-resistant storage case.

About i1Profiler

With the new i1Profiler software, X-Rite has developed a next generation toolset that combines the best features of its i1Match, ProfileMaker and MonacoPROFILER solutions. Designed to deliver the highest color quality, i1Profiler incorporates X-Rite's i1Prism engine's unique iterative profiling technology. This smart technology tightly dials into the user's specific printer and paper combination so professional photographers can experience the highest quality color results.

With an all-new user interface, i1Profiler offers an unprecedented level of flexibility to address the needs of a photographer's workflow. i1Profiler seamlessly combines the ease of use of the wizard driven interface found in the basic mode, and the flexibility of the menu driven user interface found in the advanced mode. Whether a novice, expert or somewhere in between, i1Profiler easily adapts to any skill level and workflow needs, while maintaining the ability to produce outstanding profile quality results.

i1Profiler is designed to give photographers high confidence in their results thanks to the visual and measurement-based quality assurance validation and verification functions that include QA tools for soft proofing, and ColorChecker Proof reference data for visual color assessment.

About ColorChecker Camera Calibration System

With the included ColorChecker Passport Camera Calibration software and the mini ColorChecker Classic target, Raw shooters can quickly and easily build custom camera profiles for Adobe® Imaging solutions including Lightroom®, Photoshop®, Photoshop® Elements, Camera Raw (ACR) and Adobe® Bridge. This advanced profiling technology, which has become widely adopted in Raw workflows since the launch of X-Rite's ColorChecker Passport in September 2009, provides excellent results with just the 24-patch ColorChecker Classic target. It produces custom camera profiles that work exceptionally well, even in unusual or artificial light sources. Plus, software auto-detection will locate the target automatically. Whether shooting with just one camera or multiple cameras, photographers can easily establish an accurate color foundation and maintain control of their colors.

About ColorChecker Proof

To help users perform a visual color evaluation of their results using physical standards, i1Photo Pro includes the new ColorChecker Proof, a new 24-patch ColorChecker Classic target pre-cut for direct viewing against a printed target. When used in proper lighting conditions, this offers a

much more precise visual verification of output quality, so that the user can quickly determine if any adjustment is needed.

If changes are needed, the photographer can utilize i1Profiler's unique capabilities to effectively perform corrective measures such as profile optimization or rebuild profile taking into account the specific ambient light measurement.

About PANTONE Color Manager

i1Photo Pro includes the new PANTONE Color Manager color palette creation and swatch bridging software. Commercial photographers will especially appreciate this functionality when shooting corporate brand identities that demand a specified color match.

Pricing and availability

The new i1 Professional Color Management Solutions including i1Photo Pro will be available in November 2010 from X-Rite's online store (North America and Europe), and also from the company's worldwide network of resellers. i1Publish (standalone software) will also be offered with two upgrade options based on original solution purchased. For more information, please visit www.xrite.com or www.XritePhoto.com.

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, Inc., 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 or www.XritePhoto.com

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