



1st Annual X-Rite Festival of Color Calibration Month Kicks Off November 1st

Introducing a Nationwide Celebration of Color Perfection for Photographers

North White Plains, NY – November 4, 2013 – [X-Rite Photo Marketing](#) announces today it's first annual **Festival of Color Calibration** taking place all through the month of November. X-Rite has created a nationwide celebration of digital color calibration for photographers, filled with education, demonstration, creative workflow revelation and jubilation both in stores and online. X-Rite's goal is to help its customers better understand the calibration process, recognize its importance in their digital workflow and see how easy it is to get accurate color results.

Together with their dealer network, X-Rite will be bringing hands-on color management to photographers with free laptop calibration at locations throughout the U.S. During Festival of Color Calibration events, retailers will host on-site color management seminars, give away free sample packs of ILFORD paper, offer special pricing on the most popular X-Rite color management solutions and demonstrate how incredibly simple it is to calibrate a photographer's digital workflow.

X-Rite will be taking the celebration online across the X-Rite Photo Blog, Twitter, Instagram, Vine, and Facebook to share success stories, provide color tips and offer additional giveaways. X-Rite will be offering an exciting schedule of webinars all month long with respected Coloratti including Mark Wallace, Rick Sammon, Mark Muench, Andy Williams, and Sally Wiener Grotta. There will be Google+ hangouts where users can chat with color experts and X-Rite Coloratti Vincent Versace, plus lots of added bonuses with several close industry partners.

Joshua Fischer, X-Rite Photo product marketing manager states, "The X-Rite Festival of Color Calibration was created to provide a broad range of opportunities for our potential customers to gain a better understanding of color management and the X-Rite color management solutions in a fun, and exciting way. Color is so critical to every image, even black-and-white, and we want to add a new level of exposure and education to make sure every photographer that cares about color perfection is getting the most accurate color each and every time."

While education is the most important bridge to cross when it comes to color management, special pricing for customers will add additional incentives to purchase. All through the month of November, customers will enjoy instant rebates including: \$10 off ColorChecker Passport, \$10 off ColorMunki Smile, \$25 off ColorMunki Display, \$40 off i1Display Pro, and \$50 off ColorMunki Photo. And for any in-store purchase of the above products customers will be able to add on a ColorChecker Passport for only \$49!

Visit [XRitePhoto.com/festival](#) to see the full calendar of events and participating dealer locations. Color Perfectionists Unite!

X-Rite Festival of Color Calibration 2013 (cont'd)

About X-Rite

X-Rite, Incorporated 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 webinar program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite products are distributed by North White Plains, NY-based MAC Group www.MACgroupUS.com.

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