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**FOR IMMEDIATE RELEASE**

## **X-Rite Announces Free December Webinars**

*Online educational tutorials provide photographers with basic information, insights, and tips to achieve color control, consistency and creativity in their workflow*

**Elmsford, NY – December 5, 2011** – [X-Rite Photo Marketing](#) announces its schedule of [December Webinars](#) that have been developed to address specific color management topics and are designed to appeal to both professional and serious amateur photographers.

Two free Webinar topics this month are sure to help photographers gain new confidence and to learn quick, easy and powerful ways to enhance their color workflow. Webinar attendees will also have the opportunity to ask questions to the live trainers.

“In December we wrap up a busy year that was full of free educational webinars designed to teach photographers how X-Rite’s line of color management tools can bring their digital photography color to new levels,” said Mark Rezzonico, vice president, X-Rite Photo Marketing. “And to finish the year, this month we are pleased to feature a brand new webinar – one hosted by Nik Software’s highly regarded trainer Janice Wendt and co-sponsored by Nik Software. This new webinar is one not to be missed as Janice shares with attendees her secrets to getting the ‘Wow’ factor in every image.”

### **December Webinar Schedule**

**Wednesday, December 14, 2011, 12:00 PM EST and 2:00 PM EST**

[\*\*Workflow Mania | Color Management and Nik Software with Janice Wendt\*\*](#)

Nik Software evangelist and trainer Janice Wendt will help photographers discover the best workflow practices with X-Rite's color management solutions and Nik Software to make images look their best. Janice is a great believer in a color managed workflow. She will discuss the importance of using color management solutions and her experience with X-Rite solutions. Using smart objects and smart filters Janice creates an entire workflow that can be edited the next day or even months from when a photographer last saved their image.

To register for this special webinar at 12:00 PM EST visit:

<https://www2.gotomeeting.com/register/554306290>

To register for this webinar at 2:00 PM EST visit: <https://www2.gotomeeting.com/register/790450162>

**Tuesday, December 20, 2011, 11:00 AM EST and 1:00 PM EST**

[\*\*RAW COLOR POWER with the ColorChecker Passport\*\*](#)

Professional photographers and photo enthusiasts will learn how to bring their digital photography color to a new level. This webinar will instruct attendees on how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, create their own color look with one click, maintain color control and consistency and achieve superior color results in a fraction of the time.

**- more -**

Topics that will be covered include:

- Creating and Using Camera Profiles
- Custom White Balance with the X-Rite [ColorChecker Passport](#)
- One click accurate color edits
- Matching color response of two or more cameras
- Matching color response under different lighting conditions
- Color editing in Adobe® Lightroom®
- Color editing in Adobe® Photoshop®

Webinar registration can be found on [XritePhoto.com](#). Visit the Webinar page found under the Learning section.

### **About X-Rite**

X-Rite, Incorporated (NASDAQ:XRIT) 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 program, visit [www.XritePhoto.com](#). For X-Rite corporate information visit [www.xrite.com](#).

The X-Rite Color Checker Passport, i1Solutions, ColorMunki Display and ColorMunki Photo are distributed by Elmsford, NY-based MAC Group [www.MACgroupUS.com](#).

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