X-Rite Photo Marketing | 75 Virginia Rd., North White Plains, NY 10603 | T 914.347.3300 F 914.347.3309 | info@XRitePhoto.com | XRitePhoto.com

X-Rite Announces Three Free December Webinars

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

North White Plains, NY – December 12, 2013 – X-Rite Photo Marketing announces its schedule of free December 2013 webinars that have been developed to address specific photography and color management topics and are designed to appeal to both professional and serious amateur photographers. During the month of December, X-Rite is offering 3 free webinars to help photographers gain new confidence and to learn quick, easy and powerful ways to enhance their photography and manage their workflow. The December webinars are designed to be informational as well as inspirational by offering photographers practical ways to improve their images. Webinar attendees will also have the opportunity to ask questions to the live trainers.

"The December X-Rite webinar schedule features 3 sessions, 2 of which are hosted by photographer and photo-educator Joe Brady, and the 3rd hosted by X-Rite Coloratti Falcon" said Joshua Fischer, Product Marketing Manager, X-Rite Photo Marketing. "The December webinars focus on creative photography, post-production workflow and how-to use custom camera profiles to produce the best photographic results."

December 2013 Webinar Schedule
Date: Thursday, December 12
Time: 1:00 – 2:00 pm EST
Title: Sell More Online with Great Product Photography
Presenter: Joe Brady
***Sponsored by Bowens, co-sponsored by X-Rite & Sekonic**

For new or existing businesses and even hobbyists with products to sell, photographers of all levels will learn how to create great product images for their online business empire!

Webinar host Joe Brady will take attendees through the process of small product photography from set up to capture to edit. Joe will demonstrate the new Bowens Streamlite Cocoon Kit that makes producing pro quality photographs simple and consistent.

For those photographers selling jewelry, clothing and small artwork, accurate color is extremely important so that their customers will know what they are purchasing. Webinar attendees will also see how a Sekonic L-308S Light Meter, will produce perfect and consistent exposures every time. Then by including the ColorChecker Passport from X-Rite, attendees will learn how to create a custom profile for the lights they are using, so that every item displays its full color perfectly.

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Finally, by using Adobe Lightroom, attendees will also learn how to shoot directly into a laptop, have the color and white balance adjusted automatically and then have JPEGs of the appropriate size sent off to an image folder with one click of the mouse.

To register for the free 1:00 pm EST (12/12) webinar, visit:
http://www.bowensusa.com/webinars

Date: Tuesday, December 17
Time: 1:00 – 2:00 pm EST
Title: Using Camera Calibration Software for Creating Custom Camera Profiles
Presenter: X-Rite Coloratti Falcon
***Sponsored by X-Rite**

Color management begins at capture with custom camera profiles using X-Rite's ColorChecker Passport and easy-to-use camera calibration software. In this webinar professional photographer, educator and X-Rite Coloratti Falcon explains the importance of why photographers need to control their RAW image workflow using Adobe Photoshop and Bridge.

To register for the free 1:00 pm EST (12/17) webinar, visit:
https://www2.gotomeeting.com/register/290565306

Date: Thursday, December 19
Time: 1:00 – 2:00 pm EST
Title: Processing & Printing Landscape Images with Adobe Lightroom 5
Presenter: Joe Brady
Co-sponsored by ILFORD and X-Rite

Unlike our eyes, digital cameras only have one contrast curve, one saturation setting and one color temperature in each capture. When photographers encounter a beautiful but full contrast scene with bright light and deep shadows, they to have to do some post-processing to bring out the beauty of the scene the way they remember it.

Webinar host Joe Brady will show attendees how fast and easy it can be to edit their landscape photography with Adobe Lightroom. Attendees will learn to bring out the beauty and even enhance their images so that they convey the impact the scene had on them when they were originally inspired to capture the image.

Once the image has been adjusted, the ultimate goal is to produce a print that matches the great image seen on the monitor. Attendees will also learn how to create custom paper profiles and calibrated monitors.

To register for the free 1:00 pm EST (12/19) webinar, visit:
http://blog.ilford.com/free-webinar-processing-printing-landscape-images-with-adobe-lightroom/

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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Contact:

Joshua Fischer
X-Rite Photo Marketing
914.347.3300
Joshuaf@macgroupus.com

Steve Rosenbaum
S.I.R. Marketing Communications, Inc.
631.757.5665
sir@sironline.com