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X-Rite i1-iO and i1-iSis Set New Standards In Automated Test Chart Reading at PMA07

GretagMacbeth-Combined Technology Results in Two Exceptional Choices In Accurate Color For High Volume Digital Production, Highlighted In Booth B191

LAS VEGAS, NV – Photo Marketing Association (PMA®) International Trade Show – March 8th, 2007 – X-Rite Incorporated, a global leader and internationally known name in color technology, showcases new levels of automation for ultra-fast test chart reading – the versatile **X-Rite i1®-iO Automated Scanning Table**, which automates existing **i1®** workflows, and the high-volume **X-Rite i1®-iSis** for enhanced productivity –for the entire creative workflow at the Photo Marketing Association (PMA®) International Convention Trade Show, March 8 – 11, 2007 in Las Vegas.



Both automated test chart readers are additions to the award-winning **X-Rite-i1** Swiss-engineered product line, the latest effects of a merger with fellow world-class color technology developer GretagMacbeth. The automated test chart readers are designed for attaining exceptional color throughout high volume and large format production environments, such as high-speed digital printing or photographic fine art prints. While both read up to 500 patches per minute and produce custom profiles in record-time, photographers and other digital imaging professionals have a choice of automated readers, each developed to meet specific needs.

X-Rite i1-iO: An Easy, Versatile Way to Automate Workflow

The X-Rite i1-iO Automated Scanning Table sets a new industry standard for color quality by providing existing X-Rite-i1 users with an easy method to automate their digital workflow. It combines with the industry’s only true handheld spectrophotometer, the Swiss-engineered **X-Rite i1PRO**, for the fastest measurements for reflective test charts, as well as an array of monitors, scanners, projectors and printers, at a breakthrough price point. Any professional photographer, digital imaging professional, creatives/designers, prepress, corporate design, ad agencies, as well as for ‘print for pay,’ fine arts, sign shops, textile printing, large format printing and high speed digital printing environments will find this invaluable time saving automation provides more consistent and reliable results, reducing the risk of errors in the digital workflow. It is the only device on market capable of reading substrates with unlimited thickness up to 10mm, from thin polybag material to ceramics and textiles.



Moreover, the all-new **X-Rite i1-iO** offers existing **i1PRO** owners exciting expansion potential by creating ICC profiles for the i1-Family of products. Visitors to Booth B191 can learn how to bring affordable automation into their production environments and experience an increased level of versatility by upgrading with the innovative **X-Rite i1-iO** that includes: scanning table (arm + base plate); replacement glider ring; auto-rating power supply 100-25VAC, 50/60Hz; main power cable; X-Rite i1Software CD for Mac and Windows and a quick start guide.

More



Show visitors also can explore the value-added options for the **X-Rite i1-iO** when it comes bundled in feature-rich packages powered by **the X-Rite i1PRO** to create complete solutions for profiling cameras, scanners, display monitors and all printers. These include the **X-Rite i1-iO Photo** and the **X-Rite i1-iO Photo SG with X-Rite Digital ColorChecker SemiGloss SG** chart for profiling the digital camera environment. These value added professional bundles give users the most efficient seamless color management tools from capture to final output at breakthrough price-performance levels.

For The X-Rite i1-Color Management System Brochure (i1Photo & i1-iO):
http://www.xrite.com/documents/literature/gmb/en/100_Eye-One_Brochure_en.pdf

X-Rite i1-iSis: Hi-Volume Production Has Never Been So Easy

For those who need to measure color in reflection charts only, the **X-Rite i1-iSis** delivers unparalleled technology and ease of use. The X-Rite i1-iSis delivers fast and accurate measurements for reflective test charts on substrates that fall within the thickness range of .08 to .45 mm, such as inkjet, copier, coated and uncoated paper.

While it matches the speed of the X-Rite i1-iO –up to 2,000 patches in four minutes – the **X-Rite i1-iSis** is designed specifically for exceptional performance in high production and fine art environments, such as pre-press high end proofing and photo processing with capabilities that eliminate the most time-consuming tasks of cutting charts and feeding multiple pages. Highlights include:

- Printing up to 2500 patches on an A3 page – a real bonus for hi-end pros who need a patch prolific method of producing profiles for large format.
- Button-less automatic feeding.
- Automatic adjusting for feeding misalignments with the unique built-in “vision system.”
- Barcode reader - chart identification that adds further ease of use and error safety.
- Switchable UV illumination to capture no-filter and UV-Cut filter data in a single measurement cycle.



The **X-Rite i1-iSis** also offers models that accommodate various paper sizes, including:

- Paper Width:
 - 6 to 23 cm (2.4 to 9 inches, A4+, Letter size)
 - 6 to 33 cm (2.4 to 13 inches, A3+, Tabloid size)
- Paper Length: 12 cm to 66 cm (4.7 to 26 inches)
- Paper Thickness: 0.08 to 0.45 mm

For The X-Rite i1-iSis Brochure:

http://www.xrite.com/documents/literature/gmb/en/New_Eye-One_iSis_Brochure_en.pdf

PMA’s own research reveals that photo imaging has now become an \$87 billion industry worldwide. As the digital market continues to evolve, designers, photographers, prepress, corporate design, and ad agencies need accurate, easy to use solutions that ensure color excellence in large format or high speed printing environments. The All-New X-Rite Family of Color Solutions raises the bar in versatility and productivity for automated testchart reading with the **X-Rite i1-iO** and **X-Rite i1-iSis**, designed to meet these needs (with an exceptional hi-speed table that is as easy to use as it is fast, and the hi-volume chart reader both products provide true spectral measurements while simplifying handling). Both products bundle other innovations in the X-Rite-i1 family of products for exceptional performance and flexibility.

More ➤



Sophisticated Technology, Distinguished Photographers

Buy an Eye-One® iO

Receive a collectors' edition signed print from an internationally-acclaimed photographer!



Stephen Wilkes Douglas Dubler Jay Maisel Vincent Versace John Paul Caponigro

visit **www.xrite.com/promotion/iOPromo**
1-877-949-7483 ext. 132



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X-Rite Offers Complimentary Collector's Print For A Limited Time Only*

Professionals like John Paul Caponigro Stephen Wilkes, Douglas Dubler, Vincent Versace, and Jay Maisel rely on reproducing reliable consistent color with X-Rite i1-Solutions for creating their internationally acclaimed photography.

PMA attendees will be pleased to learn more about receiving their own original, signed collector's edition print, produced with Epson inks. Visitors to Booth B191 can choose from among the work of these international renowned photographers with each X-Rite i1-iO purchase:

www.johnpaulcaponigro.com/, www.douglasdubler3.com/, www.jaymaisel.com/,
www.versacephotography.com/v2/, <http://www.stephenwilkes.com/main.html>

*One complimentary collectors' print per i1-iO purchased. For further information or to redeem your collector's edition print click here: www.xrite.com/promotion/iOPromo

About X-Rite

(NASDAQ: XRIT) X-Rite, which recently acquired GretagMacbeth, is the global leader in color management, offering hardware, software and services for measuring, formulating and matching color. The Company serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. X-Rite serves customers worldwide from its offices in Europe, Asia and the Americas. Visit www.xrite.com for more information.

For product images 'Click Here'

http://www.xrite.com/company_press_room.aspx?Type=item&News=451

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