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X-Rite i1-LT Solutions For RGB Color Excellence Launch at PMA07, Delivering True-to-Life Image Technology Into More Hands

*Latest Additions to GretagMacbeth-Combined Technology Set New Color Standards For
Enthusiasts and Creatives Alike In Booth B191 In Las Vegas Convention Center*

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, launches two RGB products in its award-winning X-Rite i1® family of color management solutions for digital workflow the colorimeter-driven **X-Rite i1®DisplayLT** for monitors and the spectro-powered **X-Rite i1®PhotoLT** for “monitor to-print match” — at the Photo Marketing Association (PMA®) International Convention Trade Show, March 8 – 11, 2007 in Las Vegas.



These product additions reflect the latest effects of a merger with fellow world-class color technology developer GretagMacbeth. Based on X-Rite RGB small test-chart technology the All-New X-Rite i1PhotoLT is designed for seamless color management from monitor to printer, setting a new industry standard for enthusiasts and serious photographers as well as digital imaging creatives at an affordable breakthrough price.

Visitors to the X-Rite Booth B191 have an opportunity to explore these enhanced color management systems where ease-of-use and affordability no longer have to compromise color accuracy and versatility.

Precise Monitor Calibration: The Critical First Step in Color Management for On-screen Studio Quality

Setting the stage for true-to-life colors from the start, the **X-Rite i1DisplayLT** delivers an accurately profiled monitor with unrivaled controls for precise color in studio.

As with the award-winning X-Rite i1®Display2, the entry level X-Rite i1DisplayLT offers quick, user-friendly, accurate monitor calibration for digital imaging enthusiasts that comes complete with:

- A compact X-Rite i1Display colorimeter for emissive color measurements of LCD, CRT and laptop displays;
- A detachable ambient light head to capture ambient light measurements and to protect against dust and other contaminants;
- A simple method of attachment to both LCD and CRT monitors with built-in counterweight and suction cups; and
- USB powered use at multiple workstations, with no additional licensing fee.

All functionality is made easy to use through wizard-driven technology that delivers exceptional control functionality at a breakthrough price point. Special Push Button Calibration (PBC) offers the X-Rite one-step profiling process for industry-leading monitors. With X-Rite i1Match software, users



More

can breeze through calibration processes and can upgrade effortlessly as their color management needs expand. In addition, **X-Rite i1DisplayLT** delivers:

- Gray balance optimization for more neutral and better-defined grays;
- An ambient light check to determine optimal room lighting for color-critical work;
- A profile reminder to ensure true and reliable color over time;
- Before and after image feature that highlights instant results.

Affordable RGB Work Flow Excellence– Possible By Industry’s Only True Handheld Spectro-Powered Precision



Powered by the industry’s only true handheld spectrophotometer, the Swiss-engineered X-Rite i1@PRO, the **X-Rite i1PhotoLT** delivers serious color accuracy for CRT, LCD and laptop displays and can profile any inkjet, laserjet or photo printer that accepts RGB data. This all-new hardware/software package is Mac and Windows compatible. It offers core ICC profiling components, delivering excellent RGB performance at a breakthrough price point. An excellent entry level for the digital imaging enthusiast, the X-Rite i1PhotoLT is extremely upgradeable, effortlessly accommodating more critical color performance as needs grow. Simple access software codes allow users to expand to full RGB – with additional

access to larger testcharts or full CMYK testchart technology for increased color management capabilities. Also, users can upgrade the entry-level system via access codes for profiling scanners, digital cameras, or projectors.

The X-Rite i1PhotoLT price-performance capabilities deliver brilliant color accuracy for a streamlined RGB “monitor to print match” workflow and encompass:

- Calibrating and profiling CRT, LCD and laptop displays
- Offering sophisticated color balancing, including both white-point temperature and gamma selection;
- Quickly and easily creating monitor profiles;
- Measuring ambient light and viewing conditions to support superior screen-to-print matches;
- Quickly and easily creating RGB printer profiles based on X-Rite’s small test-chart technology; and
- Profiling any inkjet, laserjet or photo printer that accepts RGB data.

Moreover, the X-Rite i1PhotoLT features core **X-Rite i1Photo** components showcased at this year’s show, include:

- A backup board with white surface that scans materials up to 3mm and folds for easy transport.
- A highly sophisticated ruler system that enables easy one hand scanning operation, and can be used with or without the new backup board.
- Upgraded *i1-Match 3.6* software that accommodates all components of the **i1**-system, including the ruler and backup board – and is easily upgradeable with large test-chart technology for color management in a more comprehensive RGB workflow.
- Free One-Year membership to www.Photoworkshop.com.



PMA's own research reveals that photo imaging has now become an \$87 billion industry worldwide. As the digital market continues to evolve, photographers and other digital creatives who work in RGB digital production environments need accurate, easy to use solutions that ensure color excellence as well as the assurance that they can upgrade easily as their workflow becomes more sophisticated. The all-new **X-Rite i1-LT** products launched at this year's show are designed to meet users needs, with exceptional, RGB-based color management solutions that are fast, easy to use, and ultra upgradeable, incorporating key components from the **X-Rite i1Photo PRO** solutions as user needs expand.

For X-Rite i1-Monitor Solutions Brochure, Accurate Color For All LCD, CRT and Laptop Displays

http://www.xrite.com/documents/literature/gmb/en/Eye-One_Monitor_Solutions_en.pdf

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.

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