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X-Rite i1Photo Solutions Showcase “Spectro Powered” True-to-Life, Workflow-Wide Color at PMA07

GretagMacbeth-Combined Technology Unveils Spectro-Precision In Both RGB and CMYK Digital Imaging For Wider Audience Than Ever Before, Enthusiast to Pro

LAS VEGAS, NV – Photo Marketing Association (PMA®) International Trade Show – February 28, 2007 – X-Rite Incorporated, a global leader and internationally known name in color technology, unveils its dynamic **X-Rite-i1® Photo** family of color management solutions for photographers and other digital imaging professionals – including a first-ever look at fast and easy spectro-driven color precision for gallery-quality affordability in RGB with the **X-Rite All-New i1®PhotoLT** – at the Photo Marketing Association (PMA®) International Convention Trade Show, March 8 – 11, 2007 in Las Vegas.



The all-new **X-Rite-i1** product line is the result of a merger with fellow world-class color technology developer GretagMacbeth. The products are designed for seamless color management throughout the entire creative workflow.

Color Precision That Comes Only From Spectro-Powered Solutions

As Leonardo DaVinci first noted, “The color of every object is affected by the color of the light which illuminates the object.” Those serious about color accuracy in their digital work environment need the ability to separate the real color of an object from the color of the light that illuminates it – an ability that can only come from a spectrophotometer.

The **X-Rite i1Photo** family leverages the power of its Swiss-engineered spectrophotometer the **i1®PRO** to deliver all the tools necessary to implement an effective, predictable and accurate color-managed digital workflow in either RGB or CMYK production environments – from camera to display to final output.



X-Rite i1Photo delivers complete color-precise digital RGB workflow, including the ability to calibrate all types of monitors and profile scanners, digital cameras and digital projectors as well as capture natural light conditions with a revolutionary ambient light head. It comes complete with full RGB testchart technology plus a quick method of creating small testchart CMYK (Easy) profiles for in-house comps in a snap. Ultra upgradeable to full CMYK test chart technology via easy access code.

Visitors who stop by Booth B191 can learn about core X-Rite **i1Photo** components showcased at this year’s show, including:

- An accelerated **i1PRO** – the industry’s only true handheld spectrophotometer – for the most sophisticated and fastest color measurement available anywhere.
- 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 backup board.
- Upgraded *i1Match 3.6.2* software (Mac & Windows) accommodates all components of i1 system, including the ruler and backup board.
- An i1-Editor to simplify global color edits on profiles.

More



- An i1Beamer module, software for anyone who gives presentations on a digital projector – photographers, corporate executives, ad agencies, designers, or AV firms.
- Digital Camera Module
- Scanner profiling to easily convert analog photos to digital art
- Free One-Year membership to www.Photoworkshop.com
- A bonus Mini-Color Checker chart.

At Last Affordable Spectro Color Control In RGB

PMA07 attendees can learn the details of how to achieve reliable, accurate and predictable color on-screen as well as consistent color reproduction without rework and waste in an RGB-based digital imaging “monitor to print-match” work-flow environment with the launch of the all-new **X-Rite i1PhotoLT**.

Powered by the industry’s only true handheld spectrophotometer, the Swiss-engineered X-Rite i1PRO, the **X-Rite i1PhotoLT** delivers 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 brilliant 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.

PMA 07 attendees can learn the details of how to achieve reliable, accurate and predictable color on-screen as well as consistent color reproduction without rework and waste in a RGB-based digital imaging work-flow environment with the **X-Rite i1PhotoLT**. Functionality includes: 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 easy printer profiles based on X-Rite’s easy small testchart technology; and
- Profiling any inkjet, laserjet or photo printer, which accepts RGB data.



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

- 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 *i1Match 3.6* software that accommodates all X-Rite i1 system components, including the ruler and backup board.
- Free one-year membership to www.Photoworkshop.com

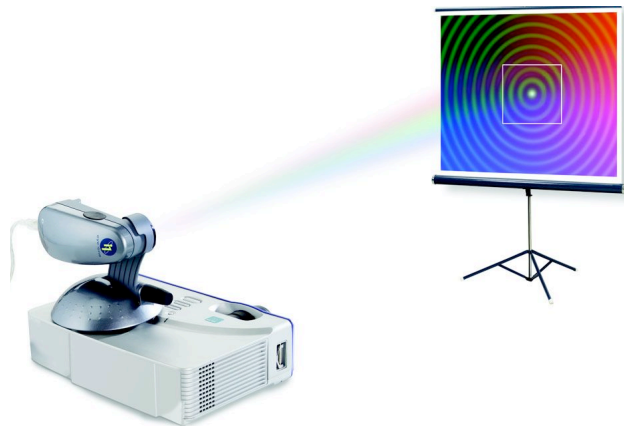
Photographers And Other Creatives Working With Specific Digital Media Will Find An X-Rite i1Photo Bundle Suited For Their Workflow Needs. Highlighted In Booth B-191:

- The **X-Rite i1PhotoLT** – leverages the spectro power of the Swiss-engineered i1PRO, 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 for excellent “monitor to print match.”
- The **X-Rite i1Photo*** – all the benefits of the i1PhotoLT including tools to implement a complete color-precise digital RGB workflow, such as the ability to calibrate all types of monitors and profile scanners, digital cameras and digital projectors as well as perform in-house comps in a snap with small testchart CMYK (Easy) profiles. Ultra upgradeable to full CMYK test chart technology via easy access codes.
- **The X-Rite i1PhotoSG**** –all the benefits of the i1Photo including **the X-Rite Digital ColorChecker Semi-Gloss (SG)** chart for profiling the digital camera environment.
- **UV Filter** bundles also available:
 - ***The X-Rite i1Photo with UV Filter**
 - ****The X-Rite i1PhotoSG with UV Filter**



Accurate Color from Display to Presentation Screen

The X-Rite i1@Beamer features the spectro-driven X-Rite i1Pro and holder, and is packaged with the exceptional X-Rite Beamer i1Match software. This stand-alone bundle was developed for those that need



an easy-to-use portable solution to calibrate and profile digital projectors as well as all types of monitors for ensured color accuracy from display to presentation screen. Since the X-Rite i1PRO can read color from any source, it is easily upgradeable at any time to include profiling of scanners and printers. Ideal for anyone who gives presentations on a digital projector – photographers, corporate executives, ad agencies, designers, or AV firms.

Other features include:

- Simple-to-use, step-by-step software interface;
- Dual-level modes: an easy mode for predefined settings and automated processes and advance modes for experienced users to access customized settings;
- Tripod mount for variable height positions;
- X-Rite i1Share software for Mac and PC;
- USB;
- Positioning target and calibration plate; and
- \$400 upgrade voucher to ProfileMaker advanced software solutions.

More ➤

PMA's own marketing research reveals that photo imaging has now grown into an impressive \$87 billion industry worldwide. As this digital market has evolved and its creative process has become streamlined, the demand for accurate, easy to use color solutions across media has increased as well. No longer content to relinquish total color responsibilities upstream to labs or print providers photographers and digital imaging professionals are seeking to integrate their efforts with these service providers via technology that lets them manage color in a collaborative production environment – all without a background in color science or a computer degree. Enter the X-Rite-i1 'Family of Color Solutions,' infused with features and functions from the best in the color business to form a simplified, upgradeable product line of solutions that grow with users' digital workflow needs. All **X-Rite i1Photo** products on view at this year's show were designed to meet these needs, with exceptional, device-independent color management solutions that are fast and easy to use.

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

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, select this link:

http://www.xrite.com/company_press_room.aspx?Type=item&News=450

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