



**For Immediate Release With Photos**  
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## **X-Rite i1Photo LT Solutions For RGB Color Excellence – Capture to Print or to Digital Projectors – Showcased at PhotoPlus Expo 07**

*TIPA Award-Winning Color Management System – Available With Special i1Beamer Package – On display in Booth 918*

GRAND RAPIDS, MI – Date – October 11, 2007 – X-Rite, Incorporated – the world leader in color management and color measurement solutions, showcases its award-winning i1Photo LT at [PDN PhotoPlus International Conference & Expo \(PPE\)](#) October 18-20, in Booth 918 at the Jacob Javits Convention Center in New York City.

PPE, the industry's largest and most comprehensive photography expo and educational conference, provides an ideal venue for a key offering from the all-new X-Rite recently honored by the Technical Image Press Association (TIPA). The X-Rite [i1@Photo LT](#) (click to download the photo) was awarded the prestigious [European TIPA for Best Color Management System](#) in this year's global competition among photography and photo imaging products.



### **Award-winning Color Consistency Is the Rule**

The X-Rite i1Photo LT delivers color consistency – capture to print – exactly the way today's market demands. For example, a feature that impressed TIPA judges was the ability to quickly create print profiles using a sophisticated ruler system and backup board that enables easy one-handed scanning while it eliminates tedious “one-at-a-time” patch reading. Wide ranging in its abilities, the X-Rite i1Photo LT is driven by a multi-purpose spectrophotometer device that also color calibrates CRT, LCD and notebook displays plus all printers utilizing RGB data. Photo LT also delivers the exclusive ability to capture ambient and strobe light measurements as well as determine optimal room lighting for color critical work.

Visitors to the X-Rite booth 918 can see for themselves how easy it is to build a consistent color management workflow with the X-Rite i1Photo LT. The ability to provide unprecedented upgrades with easy, user-driven access is on display at this year's show. Booth visitors also can discover the pro calibration tool that can be upgraded as workflow needs evolve. The i1@Pro is delivered with the ability to easily add on software modules through purchased access codes, easily delivering full functionality of the [X-Rite i1Photo](#) or [X-Rite i1PhotoSG](#).



As users become more familiar with the tools and how to use them to enhance their projects, they can unlock the additional calibration capabilities of built-in modules by easily purchasing X-Rite software access codes. The X-Rite i1Photo LT, with its true spectro technology, is designed to grow in pace with the demands of the user for all their digital workflow devices including profiling of digital cameras, scanners and projectors too.

The i1Photo's technology is based on a Swiss-engineered handheld spectrophotometer– the i1Pro – which delivers the most sophisticated and fastest color measurement available anywhere. For the whole range of i1 products [read the i1 Systems Brochure](#).

**More**

### **Special PPE Package for Display-To-Digital Projector Color Accuracy**

PPE 2007 is the launch of a special i1Photo LT package. Now, for a limited time from an [authorized USA/Canadian X-Rite Photo Dealer](#), photographers and other digital imaging professionals may choose from one of two special offers. They may elect to receive a \$200 mail-in rebate when they purchase an i1Photo LT or they may choose to expand the i1Photo LT's color control excellence with a FREE (\$495 value) [upgrade to the X-Rite i1Beamer](#). The i1Beamer profiles digital projectors, taking into account ambient light conditions including the images, projected surfaces, and other environmental factors. For more information on the promotion view [www.XRitePhoto.com](http://www.XRitePhoto.com)



The X-Rite i1Beamer features the i1Beamer holder, and comes with the exceptional X-Rite Beamer digital projector i1Match software module. The i1Beamer was developed as 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. The X-Rite i1PRO can read color from any source, and adds further ambient light capabilities, such as the ability to capture ambient and strobe light measurements. The product creates custom ICC profiles for projectors. The i1Beamer is ideal for anyone who gives presentations on a digital projector – photographers, corporate executives, ad agencies, designers, or Audio-Video firms.

Recent research reveals that photo imaging has already become an \$87 billion industry worldwide. As the digital market continues to evolve, photographers and other digital imaging professionals 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 TIPA Award-winning X-Rite i1Photo LT showcased at this year's PPE – along with a special package with the X-Rite i1Beamer – are designed to meet users needs, with exceptional color management solutions that are fast, easy to use, and ultra upgradeable, incorporating key components of the X-Rite i1Photo PRO solutions as user needs expand.

[X-Rite i1Photo LT Brochure](#)

#### **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](http://www.xrite.com) for more information.

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