Q. Since its introduction, ColorMunki Photo has received numerous awards and been generally regarded as a "game changer." What is the most innovative aspect of this color technology?

A. X-Rite ColorMunki Photo is the only completely integrated, monitor-to-print match solution on the market today that is designed to meet the needs of social, wedding portrait and nature photographers – as well as anyone passionate about photography. It is one of three innovations in the ColorMunki line of color solutions for the creative community resulting from X-Rite and its recently acquired partner, color system developer PANTONE®. (www.ColorMunki.com)

Developed to deliver high quality color results in one simplified and compact device, ColorMunki Photo is uniquely versatile. It is capable of calibrating virtually any output device, from monitors and projectors to printers. Plus, ColorMunki Photo can measure ambient light and spot colors – all without the need for cumbersome accessories.

Developed to seamlessly incorporate color into any digital workflow with exceptional ease, only ColorMunki Photo offers an enhanced "out of the box" color experience. A flash-based X-Rite *ColorMunki Photo Interactive Training Video* is now available on an included DVD in all standard languages – English, German, French, Italian, Spanish, Japanese, and Simplified Chinese. For a preview of the Video click here:
http://www.colormunki.com/colorknowledge/training?type=photo

The user-driven modules in the training video offer easy-to-follow instructions every step of the way. Subjects are covered at the user's pace and cover such topics as:
- Color basics – deepening understanding of color and its ideal viewing environments, and a comprehensive color glossary.
- Display-to-print match capabilities for easy LCD & laptop calibration as well as projector and printer profiling;
- Capturing colors from virtually anywhere, enhancing editing creativity, and saving time and production materials with PrintSafe™ fail-safe color previews;
- Leveraging DigitalPouch™, a self-executable application, to check for ViewSafe™ conditions on the receiver side to ensure confident image sharing with anyone;

Q: What specifically sets [ColorMunki Photo](#) apart from the competition

A. For the first time, color excellence can be integrated effortlessly and affordably into anyone's creative vision through the ColorMunki line, setting a new industry standard throughout the creative community.

Specific to ColorMunki Photo users, they have an effective color solution developed specifically for their needs – i.e., the ability to achieve high quality color results in a simplified, compact, "all-in-one" device.

ColorMunki Photo does this by leveraging its uniquely versatile spectrophotometer, one capable of calibrating a broad variety of output devices, from monitors and projectors to printers plus measuring ambient light and spot colors. The innovative ColorMunki Photo also employs a small test-chart / large patch approach. This makes it ideal for those mostly concerned with whether the colors in their prints are the colors they intended.

To embody a simplified control process, ColorMunki Photo has streamlined functionality, eliminating tasks intended for high-volume or commercial users.
The new iterative profiling technology uses only two large charts of 50, as well as photo specific optimization i.e. B&W and flesh tone. This replaces the need for profile editing by allowing optimization of a profile based on certain images.

ColorMunki offers value-added tools that let photographers bring visions to life in ways never before possible, capturing colors from virtually anywhere and enhancing editing creativity like never before.

- The [Photo ColorPicker](#) application allows you to create custom palettes and make spot measurements. Perhaps the most impressive feature of the ColorPicker app is the ability to import any PNG, BMP, TIFF or JPEG and dynamically build a palette of colors based on that image.
- The unique [DigitalPouch](#)™ ensures that – for the first time – no matter how you show your work, the world will see exactly what you intended, offering very simple "drag and drop" functions for transporting images into the pouch and a simple "zip" up to send.
- **For more about ColorMunki features visit:**
  http://www.colormunki.com/product/show?page=1
- **To view video clips on ColorMunki Photo visit**:
  http://www.colormunki.com/video?type=photo

ColorMunki Photo represents a breakthrough in price as well as performance. This innovative "all in one" device makes obtaining accurate color and incorporating it into a digital workflow easier than ever and more affordable than ever, at a remarkable price point delivering an unparalleled ROI.

Q. Can you name some key benefits that ColorMunki Photo users get nowhere else?

A. Because ColorMunki Photo was developed for social, wedding, portrait and nature photographers, the integrated hardware/software device delivers benefits for each aspect of color management important to them – and to anyone passionate about photography at an affordable price. Here are some specific examples.

Unprecedented Monitor-To-Print Matching
ColorMunki Photo offers the ability to move from screen to print with unprecedented quickness, ease, and accuracy including the following display-to-print match capabilities:

- **LCD & Laptop Calibration –** With both an easy mode for predetermined selections or advanced mode for those looking for more control over whitepoint or ambient measurements. Also, because ColorMunki is a true spectrophotometer, while not explicitly mentioned in the software, ColorMunki is also capable of profiling CRT displays using the LCD selection

- **Projector Profiling –** By utilizing the same profiling technology for the users' display, ColorMunki Photo offers the kind of fast and accurate projector profiling for projecting images to clients, family or friends with color confidence.

- **Printer Profiling –** With complete color control and optimized printer profiling, ColorMunki Photo users are sure the color they see is the color they get. New RGB and CMYK printer-profiling technology delivers outstanding printer profile quality. ColorMunki's super fast scanning eliminates tedious individual color patch reading, rapidly measuring test charts in less than a minute. And AppSet™ allows ColorMunki to talk with user photo and design applications to automate printer profile setting.

Enhanced Color Creativity
Now, for the first time, ColorMunki Photo allows photographers to bring their vision to life, capturing colors from virtually anywhere and editing more creatively than ever with:

- **Inspiration color choices** – ColorMunki lets users grab any color from the visible spectrum – quickly and accurately capture spectral color from any surface and import that color directly into their photo and design applications.

- **Custom color palettes** – *now it is possible to create and manage custom color palettes.* ColorMunki's unique PrintSafe™ checking capabilities allows previews of color palettes under different lighting sources or printing processes preproduction.

Superior Color Communication

Only ColorMunki Photo allows users to show their work exactly as they want the world to see it.   The unique, self-executable application **DigitalPouch™** checks for ViewSafe™ conditions on the receiver side and ensures confident image sharing. Users simply drag and drop the images to be transported into the pouch and "zip" to send. The receiver will be able to view the images in the same application-viewing screen, while the application looks for and verifies that an accurate, up-to-date monitor profile is in use. No need for the receiver to own ColorMunki software to view.

Q. Now that ColorMunki Photo has been on the market for a while, what changes do you anticipate to the product?

A. X-Rite has a long and proud history of developing color solutions based on input from our customers. This is true across the gamut of our color solutions, from those developed for high-end, commercial-grade applications to innovations tailored to delight and engage digital imaging enthusiasts. The latest streamlined i1Pro line, for example, includes the i1XTreme solution – developed from extensive feedback from i1 professional users and ideally suited to meet the needs of fine art and commercial photographers.

ColorMunki is no exception. Since its launch last year, we've listened carefully to feedback that comes from our valued users as well as the passionate advocates and early adopters that populate today's most prevalent industry news portals and blogs. We listen, we evaluate, and – to date - we've enhanced the award-winning ColorMunki with such features as:

- Increased profile accuracy on wide gamut displays and automatic software update notifications.
- We've expanded our support and localization of ColorMunki Photo into Portuguese.
- The ColorMunki Interactive Training Video has been expanded as well – to all standard languages that include: English, French, Italian, German, Spanish, Japanese and Simplified Chinese
- Software CD is now included in the box, eliminating the need for an Internet connection for initial installation.

Q. Where Does ColorMunki Photo Fit With The Existing X-Rite Photo Line?

A. ColorMunki Photo complements and enriches the existing line of color solutions for photographers. It is designed specifically for photographers who have not yet embraced a color managed workflow, yet are increasingly aware of the need, but may have hesitated due to cost or complexity perceptions. ColorMunki Photo meets the primary needs of wedding, portrait, nature and advanced amateur photographers to quickly and easily match a print to a monitor in one simplified and compact solution.   X-Rite i1 solutions are geared towards meeting the needs of high-end commercial and fine art photographers, incorporating the ability to profile any device in their workflow (not just monitor, printer or projector) and utilizes full test chart printer technology with higher patch counts that would not be convenient for a ColorMunki user.

About X-Rite
(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company, which now includes color industry leader PANTONE Inc., 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

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