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## **X-Rite Hubble Expands As The Color Control Solution Of Choice Among Top Video & Film Industry Insiders At NAB**

***List Of Partners Grows As More Industry Leaders Choose The All-New High Performance Tool At An Unmatched Price Point***

LAS VEGAS, NV – **National Association of Broadcasters (NAB) The NAB Show™** – April 14, 2008 – X-Rite, Incorporated ([www.X-Rite.com](http://www.X-Rite.com)) – the world leader in color management and measurement technologies – today announced new partnerships involving its [Hubble colorimeter](#), a high-performance color measurement device developed for professional markets for all types of displays, monitors and electronic projection screens, at [The NAB Show](#) which runs April 14–17, 2008 at the [Las Vegas Convention Center, NV](#).

Hubble is an integrated solution containing hardware and data analysis software designed to calibrate and correct color for virtually every type of display technology in use today. This non-contact colorimeter ensures the color control of direct-view CRT, CRT/RPTV, front projectors measured directly off screen, LCDs and plasma panels, as well as home theater encompassing all televisions including wide screen.

As the world's largest electronic media show covering the development, management and delivery of content across all mediums, NAB provides the perfect setting to showcase X-Rite Hubble partnerships. These encompass expanded alliances with [Sencore – Booth # SU12108, N1122](#) and [Cine-tal – Booth # SL10225](#) as well as all-new partnerships with other industry leaders including [ARRI – Booth # C7428](#), [Rising Sun Research \(RSR\) – Booth # SL9522](#), and [Avid Technology](#).



According to X-Rite Marketing Manager of Video, Display and Entertainment Matt Allard, the partnerships validate the strength of the X-Rite offering to professional postproduction for both video and film workflows where color fidelity is critical.

*“Along with the expansion of creative color grading tools and the rapid advance of ‘digital intermediate’ (DI) workflows, the awareness of consistent and calibrated color viewing is becoming more widespread. Hubble offers a unique value proposition – providing a facility-wide solution for all types of viewing technologies by delivering precise measurement and tight agreement with a customer’s choice of reference instrument at a fraction of the price of comparable devices,”* Allard states.

### **Hubble Partners Acknowledge Breakthrough Benefits**

The X-Rite Hubble is a professional-level, non-contact, laser-guided colorimeter that offers high precision measurements at an unmatched price point—a breakthrough combination of benefits critical to Hubble partner groups.

*“We evaluated the Hubble performance calibrated against our much more expensive reference instruments in a ‘Digital Cinema Initiative’ (DCI) compliant projection environment,”* Harald Brendel, head of application engineering for ARRI, notes. *“We were very impressed with its abilities under these conditions and its price will make it very accessible for our customers to deploy throughout their facilities,”* he adds.

The X-Rite Hubble was developed specifically to measure precisely, quickly, and affordably across applications, even in the darkest conditions such as a 'digital intermediate' (DI) theater. This makes it ideally suited to DI workflows.

*"We have recommended X-Rite measurement devices like the i1®Display 2 and i1®PRO Beamer for quite some time and found them to be highly pragmatic solutions for our customers. With support for Hubble now available in v.2.6.2 of cineSpace, our customers have a powerful solution for all types of displays and projectors, one that offers a new level of accuracy and reliability,"* says Rising Sun Research (RSR), VP of Sales, Jeremy Pollard.

Director of Product Management for Avid Technology, Inc., Tim Claman has similar views about the performance and reputation of Hubble. *"Avid is always working to take a leadership role in providing superior color correction tools to the postproduction community. We are pleased to be working with a leader in color technology to provide display calibration for the latest color-managed workflows with our Avid DS product,"* states Claman.



**Exceptional Performance & Affordability On Display in ARRI Booth # C7428 Cine-tal Booth # SL10225 and Rising Sun Research (RSR) Booth # SL9522**

Visitors can experience Hubble performance features and benefits for themselves – including professional accuracy, portability, easy of use, and low cost at The NAB Show in the [ARRI](#), [Cine-tal](#) and [Rising Sun Research \(RSR\)](#) booths.

Hubble is the latest addition to the X-Rite suite of products that the video, film and broadcast industry has come to rely upon for color critical applications such as the X-Rite [i1Display 2](#) and [i1PRO](#) calibration solutions as well as the X-Rite [ColorChecker](#) (formerly known as [GretagMacbeth](#).)

Developed with the professional market in mind, [Hubble](#) is targeted at developers, calibrators and experts. Hubble is designed for measurement of today's large and micro-display technologies found in home entertainment TV, computer displays, handheld devices, theater projection and many others. Also, test labs that measure characteristics and performance of video display systems are interested in using Hubble as a reference system.

**For More Information On The X-Rite Hubble:**

- For Hubble Product Brochure Click Here
  - ([www.cjcstrategists.com/resources/xrite/Hubble/brochure.pdf](http://www.cjcstrategists.com/resources/xrite/Hubble/brochure.pdf))
- For Hubble Rev. B Performance Specifications Click Here
  - ([www.cjcstrategists.com/resources/xrite/Hubble/perform\\_specs.pdf](http://www.cjcstrategists.com/resources/xrite/Hubble/perform_specs.pdf))
- For A Tutorial On How The Hubble Works Click Here
  - (<http://www.sencore.com/newsletter/Mar08/Epson1080pProjectorCal.htm>)
- For A Review About Hubble Click Here
  - ([www.cjcstrategists.com/resources/xrite/Hubble/WSRvw.pdf](http://www.cjcstrategists.com/resources/xrite/Hubble/WSRvw.pdf))

**For Pricing, Availability And System Requirements Visit Hubble Partners:**

- ARRI ARRICUBE Color Management System
  - <http://www.arri.com/entry/products.htm>
- Avid Technology Avid DS Nitris
  - <http://www.avid.com/products/dsnitris/nitris/>

- Cine-tal Cinemágë product family
  - <http://www.cinetal.com/products/cinemage.asp>
- Rising Sun Research cineSpace
  - <http://cinespace.risingsunresearch.com/>
- Sencore OTC1000 Optical Tri-stimulus Colorimeter
  - <http://www.sencore.com/products/otc1000.htm>

#### **About X-Rite**

(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company develops, manufactures, markets and supports innovative color management solutions through measurement systems, software, color standards and services. X-Rite expertise in 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. Visit [www.xrite.com](http://www.xrite.com) for more information.

#### **About ARRI**

Located in Munich, Germany, Arnold and Richter Cine Technik (A&R) was founded in 1917 and is the largest manufacturer of professional motion picture equipment in the world. In 2001, ARRI was restructured and converted into a closely-held corporation. The company is involved in all aspects of the film industry: engineering, design, manufacturing, production, visual effects, postproduction, equipment rental and laboratory services (film and sound). Manufactured products and technologies include camera systems for 16mm, 35mm, 65mm film, high definition digital video, location and studio lighting fixtures, digital imaging systems like the ARRISCAN and ARRILASER, color management and more. These products and services are offered through a network of subsidiary companies, agents and representatives worldwide. Visit [www.ARRI.com](http://www.ARRI.com) for more information.

#### **About Avid**

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid, Digidesign®, M-Audio®, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar, Grammy® and Emmy® award-winning products and services, visit [www.avid.com](http://www.avid.com).

#### **About Cine-tal**

Cine-tal develops display, collaboration and image processing solutions for digital cinema and video production and post-production. Cine-tal is a privately held company based in Indianapolis, IN. USA. Visit [www.Cine-tal.com](http://www.Cine-tal.com) for more information.

#### **About RSR**

Rising Sun Research (RSR) is a specialist developer of solutions for improving digital visual workflows, including some of the biggest (and smallest) post-production houses, visual effects companies, digital film labs, educational institutions and film productions in the world. Founded in 1999 and winning the Australian *Anthill* magazine 'Coolest Company Award' for 2007, RSR is now an independent, privately held company headquartered in Adelaide, Australia. Visit [www.rsrhq.com](http://www.rsrhq.com) for more information

#### **About Sencore**

Sencore designs, manufactures, and markets innovative electronic test equipment and solutions for technical professionals throughout the world in a variety of high-tech electronic markets. Visit [www.Sencore.com](http://www.Sencore.com) for more information.

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