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X-Rite Announces i1Filmmaker Kit for Cinematographers at Cine-Gear Expo
i1Display Pro and ColorChecker Passport Video Bundle Saves Valuable Production Time

Los Angles, CA–Cine Gear Expo–June 2, 2016–X-Rite Incorporated, a global leader in color science and technology, with subsidiary Pantone (http://www.xrite.com) today announced the *i1Filmmaker Kit*, on display at **Cine-Gear Expo** booth **102B**, Paramount Studios June 2-5th

The X-Rite *i1Filmmaker Kit* with *i1Display Pro's* latest i1Profiler software include Rec-709, Rec-2020 and DCI-P3 support for broadcast gives true color representation of images on screen, on/off set. Combined with *ColorChecker Passport Video* reduces editing time, achieves multiple camera matching and improved color balance for faster consistent balanced workflow–saving expense editing and postproduction hours.

"*Now the film industry can have unrivaled color accuracy on all modern display technologies and select field-monitors with **i1Display monitor calibration**, developed from X-Rite's SPECTRO technology. This is especially important capturing or editing footage,*" states X-Rite Vice President of Product Marketing Chris Winczewski.

 Why Filmmakers use X-Rite ColorChecker Video Targets, *Click Here*: https://youtu.be/YYwmD5KSemU.

The ColorChecker line used by professional photographers and filmmakers for over 40-years is extended with ColorChecker Video and ColorChecker Passport Video–uniquely engineered to work seamlessly with vectorscope and waveform monitor exposure alignment and High Dynamic Range (HDR).

Whether using *ColorChecker Passport Video* manually or automated with software support from DaVinci-Resolve by Blackmagic Design, Color Finale plug-in for Apple's Final Cut Pro X from Color Grading Central, 3D-LUT Creator an in frame reference starting point is easily attainable for an ideal neutral color before applying a specific 'creative look.'

Winczewski continues, "*The i1-Filmmaker Kit give filmmakers, cinematographers, colorists, editors, effective cost/timesaving editing tools with a professional color viewing experience throughout the video workflow process. This is another example how X-Rite continues meeting changing media evolution. Based on a century of color theory science, X-Rite continues to be the trusted standard in color innovation cross-industry.*"

ColorCheckers' 40th Anniversary yearlong global celebration continues with special promotions@ http://tinyurl.com/gss3pk5.

i1Filmmaker Kit has an Summer 2016 release date. *Click Here* for International Press Kit.

About X-Rite
X-Rite and its subsidiary Pantone LLC is a global leader in color science and technology. X-Rite Pantone offers a range of color management solutions for the printing, packaging, photography, graphic design, video, automotive, paints, plastics and textiles industries. Connect: Facebook (http://tinyurl.com/zm7ec7t. Promotion sign-up@ http://tinyurl.com/jo7qnpy, visit: http://xritephoto.com/Filmmaking.

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