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X-Rite Now Shipping i1 Filmmaker Kit for Cinematographers at IBC Amsterdam
The Standard in Color Innovation, X-Rite Daily Demonstrations @ X-Rite Pod 9.LP8 & Atomos Stand 11.D25

Rai, Amsterdam–IBC–September 8, 2016–X-Rite Incorporated, a global leader in color science and technology, (http://www.xrite.com), today announced the availability of i1 Filmmaker Kit–i1Display Pro and ColorChecker Passport Video Bundle, delivers essential color tools from shoot to edit @IBC X-Rite Stand 9.LP8 and Atomos Stand 11.D25 (https://www.atomos.com/x-rite/).

The X-Rite i1Display Pro's latest i1Profiler software with Rec-709, Rec-2020 and DCI-P3 support and full compatibility with Atomos monitor-recorders, gives true on-screen color accuracy–on/off set. Combining it with award-winning ColorChecker Passport Video, recipient of 2016 Hot-One Award, i1 Filmmaker Kit reduces editing time, achieves multiple camera matching and delivers ideal color balance.

"*i1Display Pro, allows discerning filmmakers to achieve unrivaled color accuracy on latest display technologies and select field-monitors. We are pleased to have Atomos' support of our i1Display Pro for their monitor-recorders,*" states X-Rite Vice President of Product Marketing Chris Winczewski.

The ColorChecker line used by professional photographers and filmmakers celebrates its 40th Anniversary– includes the Passport Video, an evolution from the Classic 24-patch Macbeth target.
- Watch ColorChecker video targets in action https://youtu.be/YYwmD5KSemU
- Look for Anniversary promotions: http://tinyurl.com/gss3pk5

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

Winczewski concludes, "*The i1-Filmmaker Kit designed for filmmakers, cinematographers, colorists, and editors is the ultimate set of cost-and time-effective color editing tools, offering an unparalleled color-viewing and balancing experience throughout the video workflow. It reflects X-Rite's continuing commitment to the international filmmaking industry, blending innovation with a century of color theory science know how.*"

- Visit Atomos IBC Stand 11.D25 for X-Rite speaker Ollie Kechington's daily color workflow demonstrations.
- i1 Filmmaker Kit Press Information Click Here

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: http://xritephoto.com/Filmmaking.