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X-RITE TO PRESENT KEYNOTE AT INTERNATIONAL METAL DECORATORS ASSOCIATION 2015 ANNUAL CONFERENCE

Session to Highlight Techniques for Precise Color Measurement in Growing Metal Decoration Industry

GRAND RAPIDS, Mich., May 11, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced it will be exhibiting at the International Metal Decorators Association (IMDA) 2015 Annual Conference, May 19 -21, 2015 in Bloomingdale, IL. On May 21st at 8:30 AM, X-Rite Solution Architect, Raf Mulla, will present the keynote address entitled "Precise Color Measurement in the Metal Decoration Workflow".

"Ensuring accurate color in metal decoration can be a challenge especially when using metallized or mirror-like substrates that can change color based on viewing angle," said Mulla. "At IMDA, X-Rite will demonstrate how color measurement instruments like the Ci6x family of handheld sphere spectrophotometers ensure that color specifications and tolerances are met. With X-Rite color management solutions, customers can be certain that accurate and reliable color data is seamlessly communicated across the entire supply chain."

The Ci6x family of portable sphere spectrophotometers from X-Rite is the next generation of handheld sphere spectrophotometers. It is uniquely suited for accurate color measurement on metallic or uneven surfaces.

X-Rite Pantone will demonstrate a range of color measurement and management solutions relevant to the metal decoration industry. These include:

- **Cloud-based NetProfiler** to verify, optimize and certify the performance of color measurement devices—within a plant or around the globe.
- **ColorCert: X-Rite Edition,** a cloud-based standards-compliant solution that delivers statistical process control for defining, monitoring and communicating production quality.

- **Color iQC** to remove the guesswork from evaluating colors during the production process.

For more information about X-Rite solutions for the metal decorating industry, please visit www.xrite.com.

About X-Rite
Founded in 1958, X-Rite, Incorporated is a global leader in color science and technology. With its wholly owned subsidiary Pantone, X-Rite employs more than 800 people in 11 countries. The company's corporate headquarters are located in Grand Rapids, Mich., with regional headquarters in Europe and Asia and service centers across Europe, the Middle East, Asia, and the Americas. X-Rite Pantone offers a full range of color management solutions used by manufacturers, retailers, printers, photographers and graphic design houses to achieve precise management and communication of color throughout their processes. X-Rite Pantone products and services are recognized standards in the printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles and medical industries. For further information, please visit www.xrite.com. For the latest news, information and conversations, connect with X-Rite on LinkedIn, Vimeo, Twitter, and Facebook.

About Pantone
Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for nearly 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com. For the latest news, trends, information and conversations, connect with Pantone on Twitter, Facebook and Pinterest.

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