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X-Rite and Mylio Deliver the First Mobile Photo Editing App with Color Management

X-Rite ColorTRUE simplifies color management; X-Rite/Mylio promotion offers additional benefits for a fully color-managed photo experience

GRAND RAPIDS, Mich., April 8, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced a partnership with MyLO Development LLC, creator of desktop and mobile applications that deliver a new way to see, share, organize and protect photo life across multiple devices. MyLO Development LLC will be integrating X-Rite ColorTRUE into [Mylio](#), its mobile app, to deliver the first true color-managed mobile photo editing solution. With the integration of X-Rite ColorTRUE into the Mylio photo management environment, colors in photos will appear the same regardless of the device on which they are viewed, and color-managed photo editing will now be available to both professionals and casual photo users on their mobile devices as well as their desktops in the Apple and Windows environments.

“Photos are among the most precious possessions of most people,” said David Vaskevitch, CEO of MyLO. “Whether your photo library represents your lifetime or your livelihood, Mylio is the only photography management software system that allows you to organize and access large photo libraries anytime, anywhere. And now with our X-Rite partnership, photos will display in exceptional and consistent color across all of your devices in a color-managed environment that is unique in the world of mobile apps.”

X-Rite ColorTRUE, combined with an X-Rite monitor calibration device such as ColorMunki Display or i1Display Pro, delivers amazing color with the greatest of ease. In a digital photo world, photo colors often display one way on the desktop and an entirely different way on a mobile device. This partnership means that disconnect is a thing of the past.

“We are very excited about our new ColorTRUE integration with Mylio,” said Liz Quinlisk, X-Rite’s Marketing Director for Photo & Video. “MyLO Development LLC is the first company to offer photo editing tools on mobile devices that enable true color management. Mylio users simply need to download the X-Rite ColorTRUE app and create profiles for their mobile devices. The Mylio app will then automatically be color managed – requiring no special color management expertise on the part of the user.”

A Special Offer from X-Rite and Mylio

Quinlisk adds, “For users who wish to enhance their color experience even more, we are offering a special promotion that gives them six months of free access to Mylio upon purchase of an X-Rite ColorMunki or i1Display monitor calibrator for accurate color calibration.”

Between April 8 and June 30, 2015, X-Rite and MyLO Development LLC will offer free access to Mylio for new X-Rite ColorMunki or i1Display customers purchasing in the US or Canada, including:

- ColorMunki Smile customers receive 6 months of Mylio Basic Plan
- ColorMunki Display customers receive 6 months of Mylio Standard Plan
- i1Display Pro customers receive 6 months of Mylio Standard Plan

“This partnership with X-Rite will bring even more value to the Mylio app for all of our users,” concluded Vaskevitch. “We know how important good color is in the photography experience, and we are taking steps to make sure we deliver an exceptional color experience for our users, regardless of their level of expertise.”

For more information about X-Rite solutions for the photo industry, please visit www.xritephoto.com. For the latest news, information and conversations, connect with X-Rite Photo on our [Blog](#), [YouTube](#), [Twitter](#), and [Facebook](#).

About MyLO LLC

A team of passionate photographers, developers and storytellers at MyLO Development, LLC created Mylio. Founded in 2012, MyLO is a privately held company located in Bellevue, Washington.

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.

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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