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X-Rite Brings Higher Color Quality to Video Production and Editing with ColorChecker Video Series

Reduces editing time, improves color balance and control, eases matching of multiple cameras

GRAND RAPIDS, Mich., October 22, 2015 – X-Rite Incorporated, a global leader in color science and technology, and its subsidiary Pantone LLC, today announced that it is launching two new products in its popular ColorChecker series. ColorChecker Video and ColorChecker Passport Video targets reduce video editing time, improve color balance control, make it easier to match multiple cameras and simplify editing for mixed lighting conditions.

“These two new products are the natural extension of the ColorChecker family that has been used for years by photo and imaging professionals and enthusiasts alike.”, said Chris Winczewski, X-Rite’s Vice President of Product Marketing, “Whether filmmakers do their own color grading or engage a colorist, whether they shoot or direct, they’ll find our new products invaluable tools that easily integrate into their daily work process. This is the first time a color target solution has been available to the burgeoning video market that is functional and affordable for anyone involved with producing or editing video. When using ColorChecker Video or ColorChecker Passport Video, the production workflow is faster, more consistent and more balanced, and users can more quickly get to an ideal color balance for developing their creative look.”

40-Year Heritage

The ColorChecker brand from X-Rite has enjoyed a positive reputation in the photo market for nearly 40 years. Now, the ColorChecker targets for video bring that unique color science to the world of video, delivering versatility on set and improved productivity in editing. Professionals and hobbyists using Adobe Premiere, Apple Final Cut Pro, DaVinci Resolve, Avid and other video editing software will be able to take advantage of ColorChecker targets specifically tuned for video production.

The Details

The new X-Rite ColorChecker Video targets are available in two forms to deliver consistent, predictable and repeatable results, frame to frame and camera to camera.

- ColorChecker Passport Video delivers all-in-one pocket-sized convenience in a rugged hard case with four different targets:
 - A color reference for evaluating specific chromatic colors aligned with video production, including skin tones, gray balance and highlights and shadows.
 - White balance for creating a consistent neutral white point, eliminating the need to correct each frame later.
 - 3-step grayscale target that includes white highlight, 40 IRE mid-tone gray and saturated black references.
 - A focus target that facilitates center and edge focus.
- ColorChecker Video's larger format is great for camera checks, and for wider shots, both in studio and on location. It includes:
 - Two series of grayscale patches: 7 smaller patches for even gray balance with extra steps close to the highlight and shadow regions, and 4 larger gray level rectangles, including a high gloss black, that are easily recognized by the camera,
 - A range of skin tone patches from light to dark along the outer edge for easy alignment.
 - A series of saturated and desaturated chromatic colors allowing for appropriate color and saturation adjustments.
 - A full size white balance target on the reverse side.

"Achieving proper exposure in video can be challenging," Winczewski adds. "ColorChecker Video targets help you quickly dial in an exposure that will give your editor or colorist an easier time matching cameras or lighting conditions in post-production. And since all cameras, even of the same make and model, can have variations in the way they reproduce color, ColorChecker Video targets allow you to evaluate how your camera will capture color in any given scene so you can adjust accordingly. We are very excited to be able to make this capability available to the broader video market."

Color Finale Plug-In for Final Cut

Color Grading Central's Color Finale plug-in for Apple Final Cut Pro X will be supporting ColorChecker Video targets in the fourth quarter of 2015. "Color Finale offers a brand-new set of industry standard grading tools for Final Cut Pro X," said Denver Riddle, President of Color Grading Central. "We are totally thrilled to integrate the ColorChecker Video targets into Final Cut Pro X through Color Finale because of what it will mean for the filmmaker. Simply placing the ColorChecker in the beginning of shots and then using the Color Finale plugin

takes all the guesswork out of primary color correction. This means less time spent fidgeting with corrections and more time focused on creating looks and beautiful images that enhance the story. With Color Finale and the ColorChecker Video targets you can feel confident that you're getting 'true as shot' color-accurate images that springboard your creativity."

For more information about X-Rite solutions for photo and video, please visit xritephoto.com and www.xritevideo.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, xritephoto.com or xritevideo.com. For the latest news, information and conversations regarding photo or video, connect with X-Rite on our [Blog](#), [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#) or [Google+](#).

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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