



**For Immediate Release**

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## **X-Rite Showcases Collector-Edition ColorMunki Display and ColorChecker Passport Photo to Support Breast Cancer Research Foundation at PhotoPlus** *The Standard in Color Innovation, X-Rite i1Filmmaker Kit Daily Demonstrations*

NEW YORK, NY – PDN PHOTOPLUS INTERNATIONAL CONFERENCE & EXPO – October 19-22, 2016—X-Rite, Incorporated, the world leader in color management and measurement technologies (<http://www.xritephoto.com/>), showcases its ‘*Calibrate & Capture For the Cure*’ campaign with [ColorMunki Display](#) and [ColorChecker Passport Photo limited ‘Pink’](#) collector-editions. With each purchase X-Rite will donate 20% of product sales to the Breast Cancer Research Foundation (BCRF) (<https://www.bcrfcure.org/>)

*“Nearly everyone has been touched by breast cancer, and we are proud to leverage the ColorMunki and ColorChecker brands in our creative communities to help find a cure. The Breast Cancer Research Foundation is a tremendous organization dedicated to the support of doctors and researchers worldwide, and we are proud to join them in the fight to eradicate this deadly disease,”* states X-Rite Vice President of Product Marketing Chris Winczewski.



X-Rite also showcases essential color tools for unparalleled color accuracy, shoot to edit, with daily demos of the [all-new i1 Filmmaker Kit](#). The included X-Rite [i1Display Pro](#) which supports Rec-709, Rec-2020 and DCI-P3 is fully compatible with [Atomos monitor-recorders](#). The bundle also includes ColorChecker Passport Video with integrated support of [DaVinci-Resolve by Blackmagic Design](#), [Color Finale from Color Grading Central](#), and [3D-LUT Creator](#).

- [Visit Atomos Booth 137](#) and [BH Booth 455](#) for X-Rite daily color workflow demonstrations.
- [i1 Filmmaker Kit Press Information](#) [Click Here](#)
- Watch ColorChecker video targets in action (<https://youtu.be/YYwmD5KSemU>)
- See more ColorChecker 40<sup>th</sup> Anniversary promotions (<http://tinyurl.com/gss3pk5>)

The centerpiece of this year’s show is X-Rite’s continued partnership with BCRF and its ‘*Calibrate & Capture For the Cure*’ campaign with ColorMunki Display and ColorChecker Passport Photo limited ‘Pink’ collector-editions (<http://www.xritephoto.com/cure>) available for order at the show, online [www.xritephoto.com](http://www.xritephoto.com), and select [X-Rite resellers](#) Unique, Hunts, Samy’s, and Adorama.

*“Now, creatives seeking ease-of-use color perfection have the added bonus of supporting a worthy cause by purchasing these collector, limited-edition, pink ColorMunki and ColorChecker Passport Photo,”* Winczewski adds.

### **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://www.xritephoto.com/>.