



IBC2017 Preview
X-Rite Photo Europe, Hall 12 Stand G48

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**X-Rite to Demonstrate Professional Colour Management Workflow
for Filmmakers at IBC2017**

ColorChecker and i1Display Pro solutions to be Featured with
Adobe Premiere Pro CC

Birmingham, UK – 11th September 2017 – X-Rite, a global leader in color science and technology, will demonstrate ColorChecker Video, ColorChecker Passport Video and i1Display Pro color control solutions workflow with Adobe® Premiere® Pro CC at IBC2017 at the XP Distribution booth in Hall 12 Stand G48.

One-on-one demonstrations showcase how the X-Rite ColorChecker Video products in conjunction with the i1Display Pro work with Adobe Premiere Pro CC, part of Adobe Creative Cloud, to ensure predictable colour results from capture to edit. On-hand colour management experts will explain how X-Rite's video tools leverage the Lumetri color tools and scopes, as well as calibrating displays, saving both time and money in the capture and post-production stages.

“Colour management is available for all users. Using the X-Rite solutions within Adobe Premiere Pro CC workflows allows filmmakers to achieve fast, neutral colour balancing for any video production, significantly saving time and money,” comments Liz Quinlisk, Director Marketing Strategy Photo & Video – X-Rite. “We’re excited to be able to showcase i1Display and ColorChecker technology alongside one of the most advanced video editing suites in the world, giving filmmakers confidence in their on-screen colors.”

X-Rite will also be showing how its hardware calibration tools work with the BenQ range of advanced cinematic and video post-production monitors and Atomos field monitor/recorders with X-Rite's i1Display Pro at the XP Distribution booth in Hall 12 Stand G48 from Sept. 15-19 during IBC 2017.



If you are interested in arranging a meeting with X-Rite Photo Europe at IBC2017, please contact Emily John: emilyj@bubbleagency.com

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About X-Rite

X-Rite Incorporated with its wholly owned subsidiary Pantone LLC is the global leader in colour science and technology. The company develops, manufactures, markets and supports innovative colour solutions through measurement systems, software, colour standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching colour helps users get colour right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com or www.xritephoto.com.

About XP Distribution

XP Distribution is Europe's leading distributor of hardware, software, accessories and consumables into the digital imaging and graphics market. Distributing exclusively to the reseller channel, XP Distribution offers a range of internationally renowned brands, a multi-lingual account management team, a group of highly qualified technical support specialists and a distribution network servicing Europe, Middle East and Africa. The XP Distribution team has the experience, capability and drive to support your future business growth. For more information, visit: www.xpdistribution.com.

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