



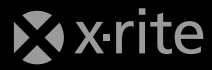
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Easy color management for serious photography



i1Display LT and i1Photo LT

Accurate screen to print color matching



Your color should match

- On screen
- In print
- Every time



Color doesn't have to be complicated

Color management is not just for color geeks anymore. Today's creative process has been streamlined for photographers working in a digital environment, but has also pre-sented challenges in trying to maintain accurate, precise color. Getting perfect color from your images doesn't have to be complicated. Managing color is easy to do and even easier to apply to your photos--as long as you have the right tools.

Without the right color technology, you're missing an essential element in getting the highest quality

pictures. You can have the best camera and photo printer in the world, but without good color management, your color will not match the original image and you'll have issues with consistency from print to print.

Ideally, you need to calibrate and profile every color device in your workflow, and then use those color profiles in Photoshop® and other color applications to maximize your color quality and match what your camera originally captured when you print.

The essentials of photo color management in three easy steps



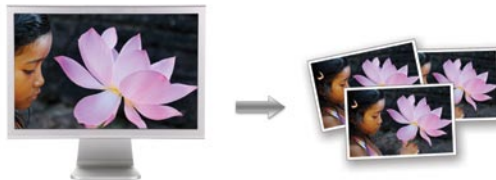
Step 1. Calibrate and profile your display

Get your monitor to accurately represent your digital photo files: check ambient room lighting is correct and easily create monitor profile. If you're just creating and sharing photos digitally on screen, this may be all you need.



Step 2. Profile your printer

Create a printer profile to use during printing. Every printer, ink and media combination creates different color, so create profiles for each printing scenario you have. The result: your prints will be more consistent from softproof to print and print to print.



Step 3. Apply your custom-built profiles

Your monitor profile is automatically set as a default when you create it. Select the printer profile you created for your output. All popular photo applications understand the importance of accurate color and fully support color management!

i1Display LT

Seriously accurate color on screen

i1Display LT is where reliable and affordable color begins. This powerful, compact monitor profiling solution is an excellent entry point for any photographer who depends on accurate on-screen color. i1Display LT corrects color on your LCD, CRT or Laptop monitor so your images print more accurately and true-to-life, matching the digital files you create. Establishing defined settings throughout your studio and at your customer's site means that everyone will see your color the same way. This LT package includes an i1Display 2, a professional-grade emission colorimeter, and professional i1Match software for monitor calibration.

The included i1Match software allows you to profile your monitor in Easy Mode, adjust for white points, including the ability to measure your ambient light and viewing light like the professionals do. The i1Display LT is easily upgradable to the full monitor profiling functionality of the i1Display 2 via a purchased software access code.



Package Includes:
i1Display colorimeter
i1Match software
i1Defined interactive training

System Requirements
- CRT, LCD or Laptop monitor
- Windows 2000 and XP
- Mac OS X 10.2 and higher
- USB

i1Photo LT

Enhanced color match from screen to print

Getting serious color accuracy from screen to print quickly and easily has now become even more affordable than ever before. The i1Photo LT provides entry-level professional color management solutions that are easily upgradable whenever desired, at break-through price points. Now social, portrait and prosumer photographers who are looking for on-screen color accuracy and affordable accurate screen to print color match, can quickly correct for color shifts and imperfections. i1LT solutions will accurately produce pleasing color reproduction of all digital images.

i1Photo LT incorporates new "small test chart" technology which makes profiling your RGB printer a snap. The small test charts are quick, simple and easy to use – by reading just a few rows of patches, you won't believe how good your color can look on your desktop printer. For more critical color needs like proofing or high-end photo color, up-grade to an advanced RGB or CMYK printer profiling modules.

One Device Does It All

Rest assured your i1Photo LT purchase is a solid investment you can build on. The included i1Pro provides the ability to measure and control every color device in your workflow. i1Pro can profile monitors, scanners, printers, digital cameras and projectors. Plus, you can capture color from a physical swatch or

measure and capture your flash and ambient lighting conditions – it's all easy with your i1Pro! i1Photo LT owners can add software modules to gain the additional profiling functionality of the i1Pro device and even add automation with the i1iO automated scanning table (full RGB or CMYK modes required).

Software Made Easy

i1Match software is the brains behind the i1 system. It offers the easiest-to-use interface, with simple on-screen help guides to help the user breeze through the process.

Every i1 package includes the same version of i1Match, but each has specific profiling modules enabled. That means no matter which version of i1 you buy, you can always upgrade i1Match to meet your growing needs.

Simple Upgrade Path

This solution has been designed to grow with your needs. You'll easily be able to upgrade your software functionality at any time through purchased access codes. Start with the basics and upgrade to the functionality you need when you need it. i1Photo LT add-on modules include, full CMYK or RGB printers, scanners, projectors, cameras and profile editor. Plus, as an added bonus to start your upgrade path, every i1Photo LT includes a 50% off voucher valid towards any one i1Match module.



Package Includes:

- i1Pro spectrophotometer*
- i1Match software*
- Profiling Accessories*
- i1Defined interactive training*
- Carrying Case*
- Upgrade Voucher*

System Requirements

- CRT, LCD or laptop monitor
- Windows 2000 and higher
- Mac OS X and higher
- USB



New: i1Defined Color Training

It's a well known fact that color management works, but only if you use and apply the technology correctly in your workflow. X-Rite makes this even easier with an all-new FREE interactive training program, right in the box! This unique, humanized, interactive media program explains complex color concepts in an easy-to-understand way, covering color fundamentals, system basics, and digital workflow foundations.

For customers looking for more comprehensive i1 solutions such as i1Photo, i1Photo SG, i1Proof and i1XT, an all-new FREE one-hour remote Personal Color Trainer (PCT) session is also included! Or create your own PCT session. Visit xrite.com/aboutdefined for more information.

Frequently Asked Questions

Who should buy i1Photo LT and i1Display LT?

Serious enthusiast photographers, portrait/social photographers--anyone who wants to color manage their photo workflow quickly and easily.

Why do I need color management?

Every monitor and printer is different--they all display or output color in a unique way. These characteristics also change over time, making the problem worse. Bad color on-screen means you can't see what color is in your digital file. And printing without a correct color profile is the single biggest cause of bad prints.

What is gamma?

Gamma represents a gradation curve for contrast and midtone brightness on your display. It must be measured and corrected during the calibration process.

What is white point temperature?

White point temperature is a measurement of the color of white light in degrees Kelvin. There are photographic industry standards for white point temperature which help guarantee color matching.

Isn't color management just for the high-end pros?

Absolutely not. Anyone who views or corrects color on screen will benefit from having a corrected display. These professional-level tools are accessible and useable by anyone interested in good color photography.

Feature comparison	i1Photo LT	i1Display LT
LCD, CRT, Laptop monitor calibration and profiling	X	X
Ambient light measurement	X	X
Selectable white point and gamma for monitor profiles	X	X
Monitor RGB control calibration	X	O
Workgroup monitor matching	X	O
Capture and measure color from photos, objects and spot colors	X	
Small test chart RGB printer profiling for ink jet or laser printers	X	
Upgradable to include additional features: Camera profiling, CMYK and RGB advanced printer profiling, digital projector profiling, profile editing	X	

O = upgradable

Check out xrite.com/photo to find out more about our technology for serious photography.

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