

Media Release



For Immediate Release
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X-RITE AND OPALTONE PARTNER IN DEVELOPMENT OF MULTICOLOR PROFILE MEASUREMENT SOLUTIONS

Chicago, IL, USA – Booth #3525 -X-Rite Inc. and Opaltone Inc. today announced a partnership to further develop multicolor profile measurement solutions for the implementation of Opaltone® Digital Color™. According to State Street Consultants (3/2005), packaging design is shifting towards better graphics for more selling power. Meanwhile, lower supply chain costs are being driven by the major retailers. As a cost saving alternative to spot color printing, Opaltone 7-color process can be more accurately controlled utilizing integrated color measurement solutions from X-Rite.

“The key to predicting the outcome is to measure the ingredients,” said Matthew Bernasconi, CEO, Opaltone Inc. “The same rule applies to print. We must measure and control to the ingredient “numbers” making it a science, not a craft. This is where X-Rite’s color measurement solutions are paramount.”

“If you can’t measure it you can’t control it.” states Steven Slater, X-Rite’s National Accounts Manager, Package Printing. “Opaltone provides a cost-effective solution to expand the color gamut beyond CMYK. Complement this technology with our range of X-Rite color management solutions assures color consistency and repeatability throughout the printing workflow.”

X-Rite and Opaltone plan to further promote process control solutions that support multicolor process printing. "In the future, we predict press operators will be able to use X-Rite technology to further enhance Digital Color productivity," concluded Bernasconi. Opaltone and X-rite plan to release their multicolor process control solutions in late fall, 2005. Opaltone will be present at X-Rite's booth #3525 to demonstrate its Digital Color™ solution.

About X-Rite

X-Rite is a leading provider of color measurement solutions comprised of hardware, software and services for the verification and communication of color data. The company serves a broad range of industries, including photo, digital imaging, graphic arts, industrial and retail color matching, medical and dental. X-Rite serves markets in over 88 countries, with offices throughout Europe, Asia and the Americas. Please visit www.xrite.com for more information.

About Opaltone Inc.

Headquartered in Charlotte, NC, Opaltone Inc. are the developers of Opaltone® Digital Color™ - CMYK+R'G'B'. The driving factor behind Opaltone's success is the ability to reduce press downtime by only ever changing the plates, not the ink. This is called Digital Color. Opaltone's mission statement is to deliver cost effective digital color solutions to the print media industries. Opaltone Inc. offers digital color technology and consulting services for all print processes including: Digital, Flexography, Gravure, Lithography, Rotary Letterpress & Screen. Opaltone is a cost-effective alternative to analogue spot color systems. Please visit www.opaltone.com for more information.