FOR IMMEDIATE RELEASE

Contact:
Will Holland, Director of Corporate Marketing, X-Rite, (330) 665 9858, wholland@xrite.com
Liz Quinlisk, Imaging and Media Marketing, X-Rite, +1 (845) 565 7660 p656, lquinlisk@xrite.com

X-Rite Ships the Eye-One iSis – automated color for the photo, prepress and print professional

GRANDVILLE, MICH — December 12, 2006 – X-Rite announces immediate availability of Eye-One iSis, the company’s latest automated color chart reader. It’s based on award-winning Eye-One technology, now built into a platform for maximum automation and minimum user intervention. The unit is so simple to use, there’s not even a button—users insert the chart and measurements start.

Designed for Automation
The iSis is a natural extension of the Eye-One product line, and is designed for color professionals who need to measure many charts or create ICC profiles in quantity. A sleek form factor and small footprint allows photo, prepress and digital print users to fit color management technology into their workflow wherever needed.

iSis is available in two sizes, a standard version for A4+ or letter size and an XL version for A3+ or tabloid charts. The XL model can read up to 2,500 patches printed on a single A3 page.

Automated
Automation and ease of use are iSis’ core strengths. Charts are fed automatically and misfeeds are corrected by a built-in optical alignment system. The same system automatically recognizes chart size and type and can scan barcoded charts for automatic chart identification.

Plus it’s fast. In just under 8 minutes the iSis can read 1,500 patches for both no-filter and UV-cut measurements. iSis has been rigorously tested in our labs for thousands of hours, demonstrating failure-free operations for cycle after cycle—and new LED illumination means virtually no need for lamp replacements during the life of the product.
Eye-One Inside
The iSis is leading edge in its ability to capture both UV-cut and no-filter measurements in the same cycle with unmatched accuracy. Based on Eye-One technology, iSis chart readers offer near perfect agreement with other Eye-One devices, which makes it the perfect addition for remote proofing and other applications where you need consistency in measurement.

iSis is designed to be used with X-Rite’s high-end profiling software, including ProfileMaker 5 and Monaco Profiler. X-Rite has also made iSis easy for third party software makers to add support for iSis in their RIPs and other color products.

Perfect for Professionals
The new iSis is perfect for professionals in prepress, high-speed digital printing, proofing, photo processing and large format printing—any pro who needs hands-free automation in their color workflow.

An early user of iSis, Dieter Dolezal, Technical Director of Hirte Medien-Service GmbH & Co. KG, a sophisticated high end prepress and media service house reports, “Our employees agree that the handling of the device during the measuring process gave the term “ease of use” a new meaning. Both measuring speed and the option to handle test charts up to A3 has a very positive impact on creation times of proofer and press calibrations, color characterization data and Multicolor/Multiink profiles.”

To learn more about the Eye-One iSis, point your browser to xrite.com/promotion/isis.

About X-Rite:
(NASDAQ: XRIT)(SWX:XRI) X-Rite, which recently acquired GretagMacbeth, is the global leader in color measurement and color management, offering hardware, software and services for measuring, formulating and matching color. The Company serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. X-Rite serves customers worldwide from its offices in Europe, Asia and the Americas. Visit www.xrite.com for more information.