



X-Rite Hubble Offers Light Illusion Users Assured Colour Accuracy In 3D Cube Builder Applications

Now Digital Film Production and Post-Production Houses Can Generate True 3D Colour – Even In Demanding Colour-Grading Environments

Amsterdam, The Netherlands—September 14, 2009 — X-Rite, Incorporated, the world leader in colour management and measurement technologies, announces that its Hubble non-contact laser guided color measurement system will be incorporated with Light Illusion's 3D LUT Builder to generate true 3D colour calibration LUTs (cubes) for use in highly controlled colour viewing and grading environments.

The development of the 3D LUT Builder is in keeping with Light Illusion's continuing commitment to add new features and capabilities that simplify digital imaging workflow for production and post production needs where colour control is of vital importance.

Steve Shaw, CEO of Light Illusion, comments "the Light Illusion LUT Builder has gained many global users within the film and video production and post-production environments, with companies as diverse as Warner Bros., USA, Park Road Post, New Zealand, UFO Moviez, India, S-Films Production, Vietnam, and Nedci Pro, Netherlands, all relying on the 3D LUT Builder for accurate colour management."

The partnership between X-Rite and Light Illusion, allows 3D Cube Builder users to calibrate their displays using Hubble, an easy-to-set-up, easy-to-use non-contact laser guided color measurement system that runs from a computer screen. Hubble is completely integrated with 3D Cube Builder software so that users can get either single-point measurements or a continuous stream of live data storage in a spreadsheet-ready format.

According to X-Rite WW OEM Business Manager Brunella Fornasari, *"This is a perfect alignment between two companies dedicated to delivering world class color. Now, users of Light Illusion's 3D LUT Builder – essentially those working in highly controlled color grading environments – are assured an outstanding quality outcome through our partnership."*

About X-Rite

(NASDAQ: XRIT) [X-Rite](#) is the global leader in color science and technology. The company, which includes color industry leader [Pantone Inc.](#), develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services.

About Light Illusion

Light Illusion is the industry-leading consultancy for digital cinematography and digital intermediate workflows with global support for production and post-production operations, as well as for equipment manufacturers. For more, visit www.lightillusion.com