



X-Rite, Incorporated – World Headquarters
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X-Rite's Background in Color Measurement

X-Rite, Incorporated manufactures and markets the world's most complete line of instrumentation for measuring and managing color in a wide variety of color-critical applications. Customers use X-Rite instruments and software for corporate branding, medical diagnostics, consumer products and on-line commerce. Each color product that they have designed is backed by their strong reputation for providing reliable, leading-edge technology that performs.

Color quality relies heavily on consistent and repeatable color measurement. X-Rite color management devices deliver color measurement information quickly and accurately on a range of materials and finishes. Their Window's® based software offers speed, clarity and accuracy, in addition to ease of use. X-Rite leads the market in providing each of these essential elements in the formulation of color with the products that they have developed. By producing extremely reliable equipment, X-Rite has helped establish color and shade standards that are consistent across entire industries. For example, thousands of their instruments are used all over the world as part of the Kodak Colorwatch® system¹. X-Rite, Incorporated supplies the instrument of choice for PPG's Prophet® System², which is used in auto body repair shops to match metallic paint. And major home centers and hardware chains use the Match-Rite® retail paint matching system to meet their customers' requirements for precise, custom color matching.

Color and shade consistency is difficult to control in many applications because of the inherent variables of day-to-day measurements. Factors such as lighting conditions and observer's visual acuity affect the consistency and the quality of human color measurement. X-Rite instruments and software enable quality control and accuracy with their ease of use and portability. The improvement in communication of accurate color and shade variations has significantly impacted many industries served by X-Rite today.

Responding to the need to improve the accuracy of tooth shade matching in the dental field, X-Rite has created a new generation of technology and software. The ShadeVision™ System made its debut at the February 2001 Midwinter Dental Meeting in Chicago, and will be available to dental professionals and lab technicians in the Fall of 2001. This technology has been engineered to minimize the errors that result from the subjectivity of the human eye, and improve communication between the dentist and the laboratory, leading to increased patient satisfaction.

¹ Kodak Colorwatch® is a registered trademark of Eastman Kodak Company.

² Prophet® is a registered trademark of PPG Industries, Inc.

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In addition to providing technological instruments and software, X-Rite also publishes educational materials and conducts numerous training programs and seminars throughout the world that address the science and applications of measuring color, shape and light.

The ShadeVision System provides new market opportunities and many new global customers. The system made its European debut at the IDS show in Cologne, Germany, in March 2001.

X-Rite, Incorporated is a world-leader in producing precision measurement devices, systems, and processes. Many large, multi-national firms use X-Rite's products and services for a variety of applications including corporate branding, medical diagnostics, and image reproduction. Sales and service offices throughout Europe, Asia and the Americas support the Company's North American and European manufacturing, research & development facilities.

For more information, contact X-Rite, Incorporated: 3100 44th Street, S.W., Grandville, Mich., 49418, USA; Telephone (616) 534-7663; Fax (616) 534-1466; Website: <http://www.x-rite.com>.