



PROFILING DIGITAL CAMERAS PRACTICAL HANDS-ON WITH COLORCHECKER PASSPORT

WHEN **Thursday, May 6 @ 6PM** (doors open @ 5:30)

Adobe Fremont Campus U Conference Rooms

801 N 34th Street, Seattle, WA 98103 **Map** On-site parking (limited free parking)

RSVP <http://www.pnwc mug.com> Please register on the events page

COST **FREE** to CMUG members **\$10** non-members

THOUGH MANY PHOTOGRAPHERS have heard of camera profiling, few understand the advantages to using camera profiles because the concepts behind profiling and the tools used to create them were never very easy to understand—until now.

Join CMUG and Mark Fitzgerald for a camera-profiling event featuring the inexpensive and easy to use ColorChecker Passport by X-Rite. Mark will discuss camera profiles and how Adobe Camera Raw and Lightroom handle profiles attached to raw files. Mark will also demonstrate how to light and shoot the profiling target and how to quickly create a custom profile using an onsite studio setup provided by REI.

Some of the topics covered in this two-hour program:

- Why raw files don't always look the same as JPEGs
- Understanding how Adobe Camera Raw and Lightroom handle profiles
- Custom white balancing raw files
- Why camera profiling isn't just for studio photographers
- Using ColorChecker Passport to quickly create a custom profile for any light
- Overview of the complete camera profiling workflow and much, much more!

Mark did this presentation for the Portland CMUG and it was incredible—this may just prove to be the best event we have put on for photographers! So if you've ever been curious about the benefits of custom camera profiling then this is an event you'll want to attend.



Mark is a Photoshop consultant and author living in Portland, Oregon. He helps professional photographers gain control of their workflows through workshops and private training. Mark is an Adobe Certified Photoshop Expert and is the author of *Adobe Photoshop Lightroom and Photoshop Workflow Bible*, *Adobe Photoshop CS4 After the Shoot*, and the soon to be released *Photoshop CS5 Restoration and Retouching for Digital Photographers Only*. To learn more about Mark, visit his website at www.ddroom.com.

We wish to thank all of our current members for their continued support:

REI Corporate, since 9/06

Jane Erickson Business Individual, since 9/06

Alison Walker Business Individual, since 12/08

Dave Herrick Business Individual, since 3/09

Charlie Rakatansky Business Individual, since 3/09

Tyler Boley Business Individual, since 6/09

Traca Savadago Charter Trial, since 6/09

ASMP Corporate, since 10/09

Richard Harzewski Charter Trial, since 10/09

Michael Pires Business Individual, since 2/10

Boeing Corporate, since 2/10

The Pacific Northwest Color Management User Group (CMUG), www.pnwc mug.com, is a user-based organization dedicated to the education of its members. It is designed to provide a forum to discuss color management issues, to test and discuss available technologies and products, and to help members get started or improve their existing color management.

Through our informal events, we hope to offer members the following key benefits: knowledge and training, hands-on experiences, access to resources, reference material and information, as well as providing a market forum for participants and a community around color management that is fun, social and which opens the door for members to meet contacts.