



X-Rite

Feature News Release

Posting and Printing in the Right Colors, Fixing Problems for Artists
Local Artist Finds Worlds of Relief in Local Company X-Rite's Product

Contact: Alexandra Simon, Public Relations Specialist
616-325-5140, simonale@xrite.com

GRAND RAPIDS, Mich. March 11, 2020—Samantha Simon, who often goes by “Daisy Drew,” is a local artist and works largely in digital painting and pencil sketching. Currently, Simon is working to grow her business tenfold by posting more online and printing out her art to sell. Simon puts hours and hours into her beautiful pieces, brushing single blades of grass one by one to create the most perfect scene.

One thing that Simon found to be profoundly significant was that her art had to be color corrected before posting it online. Oftentimes ample work in shades and shadows would go lost in translation, becoming one pure dark space that hides her effort. When Simon tried to solve this problem, she was remarkably surprised that the way to fix this is with technology from her own state. X-Rite is a West Michigan company that creates both hardware and software that solves the exact problem that Simon and many other artists deal with.

With X-Rite's mobile app ColorTrue tied with their color measuring devices, Simon likes to finish her paintings on her iPad and then look at the colors back and forth between her iPad, phone, and computer screen. The X-Rite Cloud shares images among all connected apps and more often than not, Simon prefers to use the lighter calibrated version to post onto Instagram. And then before sending files over to the printers, Simon looks through all of the adjustment features through the print simulation to ensure all of her prints have the exact right colors.

“Preserving all of the subtle color changes, shadow details, and the teensiest of contrast in my work is extremely crucial for me as an artist.” Simon says as she showed us the smallest traits of her nearby painting, pointing to the black lining over a girl's dark green hair. “And after spending a deal of time on small details, having them not show up online and in prints can be really frustrating. I'm just happy that I finally found a way to fix this!”

[Photos of Simon, her paintings and other featured customers can be found online at www.xrite.com/featured-customers]

About X-Rite

Founded in 1958, X-Rite is a leading company in color correction, calibration, and command from West Michigan. X-Rite works in all worlds of color management: plastics, textiles, paints, digital colors, cosmetics, and much much more. For more information, please check out www.xrite.com