

## **Marc Levine Joins the Color Management Group**

As Director of Business Development



**For Immediate Release**  
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San Jose, California May 22, 2008 – The Color Management Group (CMG) is pleased to announce that Marc Levine has joined the management team as Director of Business Development. In this position, Marc will work with members and partners to expand and differentiate the Color Management Group’s solution portfolio. Marc’s industry relationships, technical knowledge and market experience will play an important role in the growth of CMG’s service offerings and product distribution network.

“The Color Management Group has done an exceptional job of establishing a strong industry presence. As a partner to solution providers, they add significant value to the products they sell. As a technical services provider for the graphic arts, they have assembled an unparalleled collection of technical talent. I am honored to be a part of this remarkable team,” exclaims Mr. Levine.

Marc has spent the past 6 years at X-Rite incorporated where his responsibilities ranged from sales and channel management to product marketing. Marc joined X-Rite through the acquisition of Monaco systems and is widely know for his technical depth in color management practice and workflow. During his time at both Monaco and X-Rite, Marc was an exceptional technical resource and became the “go to” person for the Color Management Group. Marc has made numerous contributions to color forums and has been quoted in industry publications such as GATFworld magazine. Prior to joining Monaco Systems, Marc was the color specialist for Nur America, where he worked directly with customers in the sign market to implement color for super wide digital printing.

“I cannot think of a better fit for this group. Marc Levine is truly exceptional. He has been working with and supporting this consultant group since 1999 – prior to our formal organization and debut as the Color Management Group in 2003. His unique skills combine business acumen, sales, product marketing and an in-depth understanding of Color Management workflow and techniques. His experience in both the proofing and wide format market is rare, if not peerless. I have considered Marc an advisor for years and he is both respected and trusted by the best minds in this industry – we are ecstatic to have him on board and look forward to his contributions”, comments Lida Jalali Marschke, Founding Member and Marketing Director for the Color Management Group.

“Marc IS graphic arts color management for our industry, and has been a great partner and technical resource for many years” remarks Tom Collins, Color Manager, Quad Graphics Imaging.

Dianne Kennedy, Vice President of Media Technologies, IDEAlliance, states, “As a representative of X-Rite Marc made significant contributions through the IDEAlliance Print Properties Working Group, and played an important role in the development and deployment of G7 and its related specifications and guidelines. We look forward to Marc’s continuing engagement with IDEAlliance initiatives.”

Marc will take an active role in the planning and deployment of CMG’s latest venture – *EXTREME Color Management*, scheduled for September 16 & 17 in New Orleans. This event will be co-located with the IDEAlliance G7™ Summit and SPECTRUM Conference. EXTREME Color Management will provide comprehensive technical information and insights into the newest color management techniques and technologies with a track to help business managers make better, informed buying decisions.

### **About the Color Management Group**

The Color Management Group, founded in 2003, is a growing worldwide “think tank” consortium of premier independent consultant based resellers and their Silicon Valley Distributor who share technical information and work together to conduct marketing activities. Members provide pre-sales assistance, product sales, integration, training, and technical support of color management solutions and G7 related technologies. The groups’ alliance companies bring copious years of experience supporting clients across continents and industries while maintaining direct relationships with leading vendors. CMG members hold myriad technical certifications and host a broad array of educational WebEx sessions, seminars and events that provide knowledge and insights into the newest techniques and technologies on an ongoing basis – thus providing a technical beacon and watchdog to our industry. Learn more at [www.colormanagement.com](http://www.colormanagement.com).

### **About EXTREME Color Management**

The Color Management Group, for the first time in an open industry forum, will address advanced technical issues that color management “geeks” seek to explore and discuss. In addition, this event will provide insights into the newest advances in color management tools and provide a forum for industry discussion to develop requirements for new color management guidelines and specifications to be addressed in 2009. In the interest of revitalizing events provided via open roundtable Technical Discussions where controversial issues can be debated by those who use and those who develop the technology; Methods and Procedures crossing product lines used in the trenches; specialty products, Ask the Expert sessions and Town Hall Discussions to benefit the industry overall. EXTREME Color Management will co-locate with three IDEAlliance events: G7™ Experts Re-certification 9/14, G7™ Summit 9/15 & SPECTRUM 9/16-17, in New Orleans, LA. For more information about EXTREME Color Management go to [www.ExtremeColorManagement.com](http://www.ExtremeColorManagement.com)

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