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May11

[Mike](#)

## **RIT, Xerox hit the 'gray lady' (twice!)**

RIT experts were recently quoted in *The New York Times* (aka the "gray lady") commenting about new user-friendly color-selection software from Xerox and competition in the high-speed digital-printing arena faced by Rochester's fourth-largest employer.

[Roy Berns](#), professor of color science in RIT's [Chester F. Carlson Center for Imaging Science](#), gave his impressions of Xerox's "natural language color editing" software—that serves, in essence, as a kind of language "translator" making color correcting easier for non-experts. Read about the software in the May 2 *Times*' article, "[Teaching the Color Printer the Language of Humanity and a Palette of Precision](#)." And, you can hear some of Dr. Berns' remarks on this week's "[Dateline: RIT – The Podcast](#)."

Also, [Patricia Sorce](#), co-director of RIT's [Printing Industry Center](#), gave her observations about competition in high-speed printing. She was quoted in a separate *Times*' article, "[Prices Are Lower, but Profit Is Up at Xerox](#)." She's also on the [pod](#).

And, switching gears . . . a reporter from Rochester's R News (Channel 9) visited RIT's [Formula racecar team](#) last week just as students were getting ready to unveil this year's newly built racer and head off to [national competition](#) next week (May 16-20) in Michigan. On this week's [podcast](#), hear RIT mechanical engineering major and Formula team project manager **Anthony Capobianco** describe the racecar to reporter Wendy Mills.

Plus, hear news about College Town and RIT's [122nd Commencement](#), along with highlights from the upcoming Special Commencement Edition of [News & Events](#)—all on this week's "[Dateline: RIT](#)" podcast.

It's [Lilac Festival](#) time in Rochester beginning today through May 20. Put your olfactory nerve to good use, and have a great weekend!

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The Tiger Beat takes you behind the scenes with the members of [RIT University News](#)—the news and public relations division of [Rochester Institute of Technology](#). Get the "story behind the story" and an insider's look at who we are and what we do to publicize RIT news.

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