Case Study
"The key difference of EIZO is the Pin point accuracy along with the ability to do hardware calibration via the easy to use Colour Navigator application. All our projects benefit greatly from using EIZOs, not only does it help us to get our comps the right colour the first time, we also do not need to go back and grade shots multiple times to get it right. I would recommend them to anyone doing colour sensitive work they are definitely worth investing in."

Jeremy Smith, CTO, Jellyfish Pictures
Company Background

- Jellyfish Pictures are a BAFTA award-winning VFX Company with an established track record of producing consistently high quality and innovative work for the Television and Film markets.

- Awards over the last 2-3 years include a BAFTA for Best Visual Effects, BAFTA nomination for Best Visual Effects in 2012, two EMMY nominations for Outstanding Visual Effects in a visual effects driven series, two Royal Television Society awards for best digital effects; two Visual Effects Society awards (the Oscars of the VFX industry); a Bulldog award for best visual effects in a broadcast series (2012), 6 New York Festival Gold awards as well as a number of other awards.
Background

• Jellyfish has a very strong focus on art direction and creative solutions. They are at the forefront of technology and design, and create award winning projects including the epic, landmark BAFTA award winning series ‘Fight for Life’ for BBC One, which took human body CGI to a new level winning them three leading VFX awards. **Their reputation means they need to ensure they deliver consistently high quality output.**

• Jellyfish’s production is based on an accelerated version of feature-film pipeline. Their team of highly specialised artists work in a chain, each taking on different elements of the process (asset build, previz, animation, lighting, rendering, shaders, colour balancing, compositing). **This means that colour management and detail needs to be consistent across the whole team.**

• Also owing to the high volume of shots to be executed and managed at one time, it is essential that their state of the art software and hardware is reliable, the highest grade and comfortable to use for long periods.
EIZO solution

- Jellyfish have been using EIZO screens for 2 years and have found that the EIZO hardware calibration via the easy to use Colour Navigator application ensures reliability of colour management giving accurate and constant colour reference across all users which also helps maintain their swift turnaround times.

- Every project they handle benefits greatly from using EIZO technology. We asked Jeremy what the main benefit or key differences were of EIZO compared to other monitors, he said: “The pin point accuracy and the ability to do hardware calibration”.

- The unique highly developed EIZO technology ensures that Jellyfish Pictures always get their comps the right colour the first time therefore making their workflow incredibly efficient. It also means that they “do not need to grade everything multiple times to get it right.”

Jellyfish use:
EIZO CG243W, S2433W, CG232W
The EIZO Group was established over 40 years ago and its core business during a majority of this time has been the design, manufacture and distribution of CRT displays. In 1991 EIZO developed a new monitor based on LCD technology and today EIZO is one of the top third party monitor manufactures in the industry. Today EIZO is unique in its market and this is clearly evident due to the following factors:

**Innovation**
- EIZO has won numerous awards for innovation in its chosen field. It has consistently pioneered developments such as the first multi-frequency monitors, dual input control, auto fault diagnostics and more recently it was the first company to establish an industry direction for large format LCD monitors and slim edged bezels.

**Display specialists**
- EIZO is the only company in the market solely dedicated to the design and development of computer monitors. EIZO is independent of any specific technology which allows it to source the best possible components at any one time to provide high quality, leading edge products. This also helps to prevent shortages caused by a dependence on a particular supplier.
- EIZO has a vast range of monitors designed and created exactly to the demanding requirements of the professional user in their desired specialised areas whether it be in the field of Graphic Design, Photography, Digital Film Production, Medical Imaging, Financial Trading or Air Traffic Control.
- EIZO is the only manufacturer able to offer a full five years warranty across the majority of its ranges, due to the high specification and checks it carries out at its own manufacturing plants.
Philosophy
The guiding principle in EIZO's monitor production is one primarily driven from a position of engineering excellence. This ethos of quality and reliability is most apparent in the areas of design and manufacture, which ultimately results in an unrivalled consistency of product. Whilst being aware of the need to be market competitive, EIZO is not a company that is prepared to compromise on technology.

For more information on how EIZO can help your organisation to achieve display excellence, contact

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