

Easy on the Eyes, Easy On-Set



Smashbox Digital (SBD), located in West Hollywood, CA, has over 10 years experience in retouching and digital capture. On-site at the famous Smashbox Studios, SBD provides on-site and off-site digital services, retouching, fine art printing and video services to their clients.

“The best thing about the Eizo monitors is that after our long hours of staring at the displays doing retouch work, our eyes are physically less tired than using any other monitors we have ever worked with,” said Ed Canas, General Manager at SBD West Hollywood. “We know that by using the ColorNavigator software to calibrate and profile, we’re going to get the accuracy we’re looking for both in-house and on set, so our clients get the best capture available to them.”

A user since 2008, SBD has always been

an early adopter of new technology. When they heard about ColorEdge, they quickly became curious to see the monitors in action and got some monitors to use at their facility. Immediately they saw a difference in the brightness stability of the monitor and the color accuracy was superior to any monitors they had previously used.

“We needed ease of use for on-set capture and the Eizo’s have been some of the easiest monitors to use while delivering stunning images that look just as great on set as they do when we bring them back into our studio for retouching,” said Canas.

SBD is able to do most of their color calibrations in house between jobs so that when they get a call for a job, their technicians are immediately able to go out to a site and the

monitor is ready to go with no time wasted. While on set they are able to color manage as well as data manage and then bring back all the images captured on set to the studio for retouching in a seamless transition.

SBD is accustomed to working with some of the best photographers in the world who can be very demanding about having quality capture on-set, so the ColorEdge monitors have put their mind at ease that their clients will be content and have a beautiful image to look at every time they show up. Their connectivity has also proved to be quite simple since most of the ColorEdge displays have all of the inputs necessary in photography and video set-ups.

One of the highest profile clients Smashbox Digital has is doing all of the retouch work for the wildly popular reality television series “America’s Next Top Model” starring Tyra Banks. They are responsible for all of the retouch work on the model competition series and only trust the Eizo ColorEdge on-set for the capture aspects of the shoot. They then bring all of the images back into the studio and retouch the photos on their ColorEdge monitors as well.

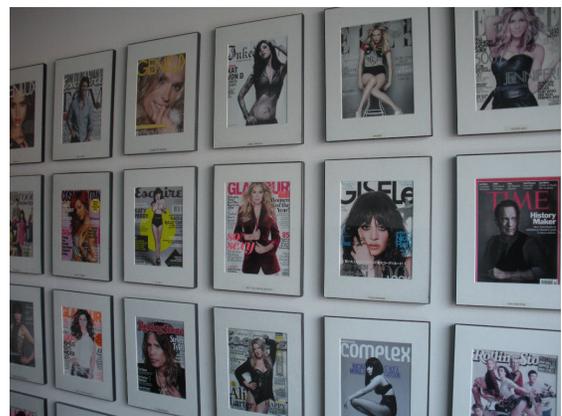
SBD has found that their ColorEdge monitors are incredibly durable. They use their monitors in studio, outdoors, or on rolling carts and have shipped them around the world without any problems. They have come to rely on the fact that their monitors will be in working order every time whether they unpack them as close as Los Angeles or all the way “down under” in Australia.

SBD is a full service digital agency and their workflow goes from digital capture



on-set to final retouching in their studio. Their technicians sit in front of their monitors between 8 and 16 hours a day depending on their workload. “The accuracy of the monitor has been unmatched and the black points are far superior to anything we have been used to seeing from an LCD monitor. The ease in calibrating, profiling, and adjusting these monitors have made them the most efficient solution, which is incredibly helpful to use given the volume of images we’re looking most days,” said Canas.

SmashBox Digital looks forward to new technologies coming from Eizo and knows there are many more exciting things to come from a monitor manufacturer who has vastly improved their workflow.



EIZO NANO TECHNOLOGIES INC.

51710 Warland Dr., Cypress, CA 90630 USA

Phone 800-800-5202 Fax 562-431-4811

www.eizo.com