

case study



Architect

Photograph

Interior Designer

Graphic Designer

Photo Retouching

A Photographer's Top Choice

Beirut, Lebanon

Seeing the Clear Picture with EIZO

Professional photographer David Abdallah is expecting the delivery of his third **EIZO** monitor in just a matter of days.

His contentment with the **EIZO** CG210 and CG220 purchases he made a year ago convinced him that ever since making the switch to these monitors, he's been working at a resourceful rate and developing impressive results.

As compared to other CRT and LCD monitors he has worked with over the past years, Abdallah recognizes **EIZO**'s high picture quality. "I've noticed big differences. **EIZO** shows more details and it is clear," he says.

David Abdallah has been a professional photographer for almost 10 years, capturing still images of fashion, beauty and celebrity. His photographs are used for editorial content for magazines and product advertisements. Some of his famous works include ads for Pepsi and Coca Cola, Pantene Shampoo, Diamonds are Forever and Mouawad Jewelry.

His studio in Antelias, Lebanon consists of a staff of 7, complete with personal assistance, art direction, technical assistance, graphic designing and photo retouching. They all work closely as a team and use **EIZO** for color management, color arrangement and layout.

Dependability is everything when Abdallah works to perfect his photographs. Whether



they will be used as the cover of a magazine or across a highway billboard, he needs to be certain his monitors won't let him down.

Abdallah came to understand just how unstable his other monitors were after he began using **EIZO**. With the other monitors, the images projected on the screen would change colors at different times during the day. With **EIZO**, colors stay perfectly constant and he is positive he will get a consistent, reliable outcome each time.

Abdallah relies heavily on his monitors because what he sees on-screen is what he will get off-screen. "You build trust with **EIZO** because you can work without worrying about problems," he says.



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Time plays a big role in Abdallah's work and **EIZO** is an effective time saving tool, helping him get any job done quicker. With the other screens he used, he would frequently print out the photographs while he worked, to see what the real picture looks like and to make sure that colors are as desired. However, with the consistency of the colors displayed on **EIZO**, Abdallah works on a picture until he is finishes, and when he prints, he gets the same visual outcome. "With **EIZO**, I get the same results on the input and output," he said.

Abdallah praises **EIZO** for providing his eyes with comfort, which also saves him time. "I work at least 10 hours a day and I don't have a problem with my eyes," he says. He points out that the other screens he used would blur his vision after 5 hours of working, which in turn would set him back and cause him to work longer hours.

"I would definitely recommend **EIZO**," he says, "to all photographers, all advertising houses and everyone working with graphics."

The precision of colors and the accurate results of the monitor gives Abdallah a sense of trust and satisfaction with his work. "I can't work without **EIZO** anymore," he says. Like many professionals, Abdallah finds it necessary to get his job done effectively and in an efficient manner. For him, **EIZO** makes that possible.



"What i see behind my Lens is what I feel. 10 years of none stop feelings and it's still going on. My photography started with beauty and fashion and went on with advertising, magazines and CD covers for famous singers. Technology has always been my passion and it hepled me for I was seeking for a new and practical way to reach professional results."

- David Abdallah
Professional photographer

