

case study



Architect

Photograph

Interior Designer

Graphic Designer

Photo Retouching

As-Safir adopts EIZO

Beirut, Lebanon

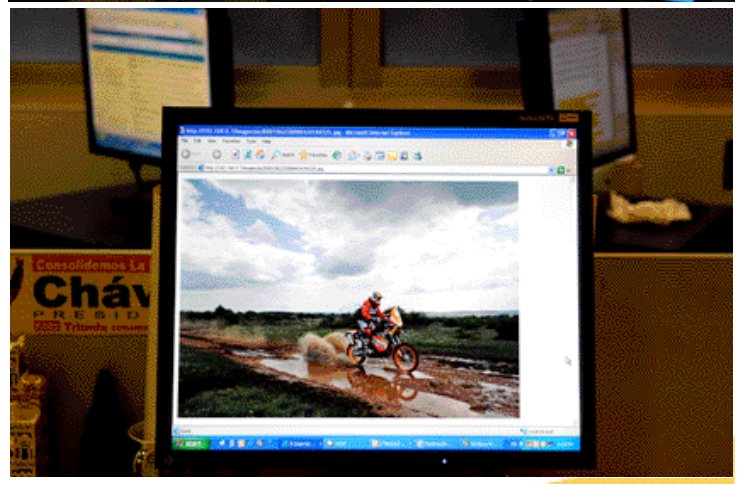
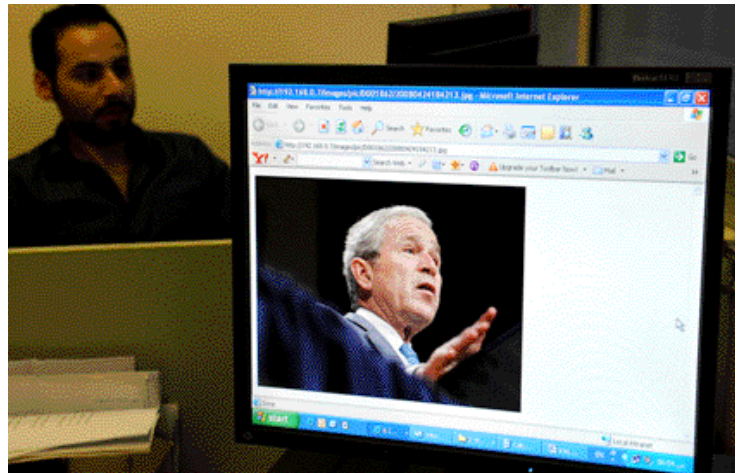
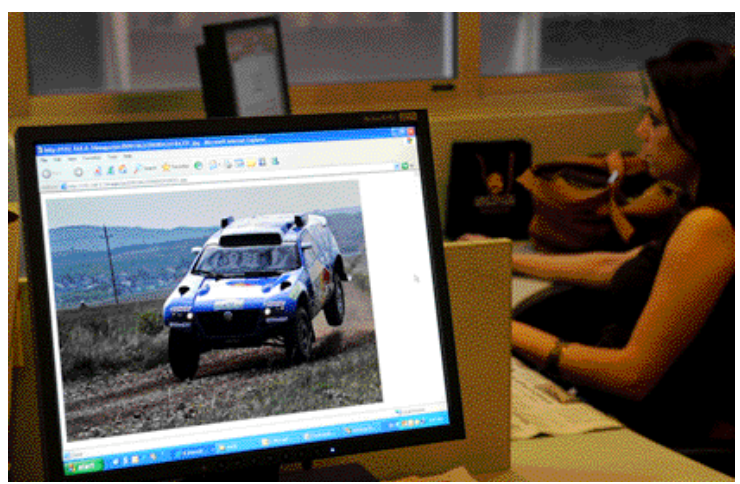
As an Arabic Political Daily, As-Safir Newspaper

The Voice of the Speechless was established March 26, 1974. As-Safir covers news by its own staff of journalists and correspondents in Washington, DC, Paris, London, Cairo, Damascus, Amman, Moscow, Rome, and Bonn. Its main purpose is to be "Lebanon's Newspaper in the Arab World and the Arab World's Newspaper in Lebanon". Today, As-Safir conquers this purpose and reaches online readers in all five continents.

As-Safir Newspaper IT Manager, Mr. Wajdi Kanaan, evaluated the numerous computer monitor options available in the market. After extensive research, Mr. Kanaan's choice came easy - EIZO was the most reliable monitor.

"The decision was fast. EIZO has provided us with so many advantages, which makes it well ahead of competition. The FlexScan monitor is a quality product," said Mr. Kanaan.

Journalist, Page layout designers, photographers, and other staff members at As-Safir spend lengthy hours in front of their computer monitors, which is the reason why image quality is the most important factor when purchasing monitors. The EIZO FlexScan offers exceptional clarity and image stability, resulting in fewer incidences of eye strain and headaches.



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EIZO monitors also have budget-friendly advantages. The backlight brightness can be easily adjusted for energy saving, and its low installation costs are guaranteed since EIZO remains intact longer, as compared to other monitors which require frequent replacement.

For these reasons alone, As-Safir Newspaper is surely becoming one of GM Habis' loyal EIZO customers. Two years ago, As-Safir bought 11 EIZO LCD monitors. A new agreement was signed for 69 more monitors recently, namely EIZO FlexScan S1701 and EIZO FlexScan S1901.

Great products and great quality work are essential for preserving loyal customers, especially at As-Safir. EIZO monitors provide image quality, long-term reliability and innovative features, not to mention impressive value for money.

As-Safir quickly learned that EIZO monitors are investments that pay off over time, doing away with worries and hassles of frequent replacement and constant down time, which affects workplace production.

Nowadays, EIZO monitors are crucial for the continuity and smooth operation of any organization. Its high performance and long-term positive effects make it a must.



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- Wajdi Kanaan -
the IT Manager of As-Safir Newspaper



EIZO Sli mEdge FlexScan 1701 / 1901 ST

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