



# Edisen assures grading quality with an EIZO reference monitor

*"Because there is a greater requirement today for advanced HDR, we have to use a thoroughly reliable reference monitor," says Niklas Aldergren, IT Manager at Edisen. "We never compromise on the customer's quality requirements, so it was natural to choose EIZO's latest HDR colour grading monitor."*

## **Tell us about Edisen and your role, Niklas**

"Edisen is a global full-service partner in communications, entertainment, post production and MarTech. We have offices in the US, Europe and Asia. Among our customers are, for example Volvo, Nike, Amazon, Netflix and SVT (Swedish Broadcast Union).

My role as an IT manager includes keeping up-to-date with new technology tools and capabilities. Our offices must always have the best solutions to ensure world-class deliveries."

*"We deliver high-quality productions with 100 % confidence"*

## **And that includes monitors?**

"Absolutely! We have three colourists who grade TV productions and films. This places very high demands on production quality, so our colourists always have to feel confident in the technology. In other words, everything has to work. It's all about trust. Our colourists must be able to see precisely how an image looks."

## **How did you come to choose an EIZO monitor?**

"We've seen an increasing need for HDR content, among other things thanks to the many Netflix productions, so we had to

respond with the right technological solutions, and especially colour grading monitors. We already have several other models from EIZO, so I knew what they stand for, in terms of quality and personal support. And we now needed a top-quality HDR monitor for reference work. I already knew how good EIZO was in terms of quality and personal support, so it was natural to compare their HDR monitor with others on the market."

## **What clinched your decision?**

"Top quality combined with good, solid commitment! We chose EIZO's latest HDR model, ColorEdge CG3146 with built-in calibration and a five-year warranty. It meets our needs for performance and function, and it provides accurate, completely reliable images."

## **Soft values play a big part**

"EIZO's accessibility and personal involvement played a big part in our choice of monitor. Technical solutions alone are not enough, we also need the best support at local level. Emailing someone in another country and waiting several days for a reply is simply not good enough."

The personal relationship is extremely important. And that's exactly what EIZO provides; they care, and they're there when we need them. This is important to us because the technology we use must work all the time, without fail. We have no spare monitors waiting on the shelf, so when we need support we need it right away."

## **So do you think you'll be making more EIZO purchases?**

"Yes, indeed. I'm looking forward to a long, dependable relationship."



"We never compromise on the customer's quality requirements," says Niklas Aldergren, at Edisen.

## Good set up for Edisen

*"I've been an EIZO dealer for more than 10 years," says Pär Hörnell at Tiwia, who's been looking after the installation, training and calibration of Edisen's new HDR monitors.*

### Quality assurance at every level

"I work with all the major production houses in the country. Our customers make very tough demands; everything has to be perfect from studio design to the right choice of monitors for training and calibration. It means nothing less than quality assurance throughout the entire image processing chain. And that's why I'm so confident working with EIZO.

Their monitors are top class, they provide great support and a five-year warranty. If we need service, they fix things quickly through their own workshop in Stockholm. And because they offer loaner monitors, we avoid costly production stoppages."

"We've created a really good set up for Edisen with the new reference monitor.

Edisen delivers absolute world-class productions, and I see no limits when it comes to colour grading," says Pär Hörnell.

### Want to find out more?

Feel free to contact Björn Nordgren, head of sales, Nordic, for a presentation of our colour grading HDR monitors.

Tel +46 8 594 105 00. Or read more at [eizoglobal.com](http://eizoglobal.com).

### More than 6,000 films and series a year

Edisen produces more than 6,000 films and series in over 60 different countries every year. The company was founded in 1995 and today has offices in Europe, the USA and Asia.

Edisen's choice for reference work:



EIZO ColorEdge  
PROMINENCE CG3146