



## Neiman Group Trusts EIZO For Accurate Color Imaging



The Neiman Group is an advertising agency based in Harrisburg, PA who prides themselves on being a high-quality competitively priced marketing solution to companies seeking to increase their brand awareness. Recently, Greg Brown, the Information Technology Manager for Neiman Group, was looking to replace their big bulky CRT monitors with some new state of the art flat panel monitors and they looked for guidance from the ColorGeek himself, Dan Gillespie. ColorGeek was the perfect choice for Neiman Group and came highly recommended for his color expertise.



**ColorEdge CE240W**

Neiman Group was having a problem learning color calibration in the LCD environment and had been looking at the Apple CinemaDisplays® to decrease their overall desktop footprint. When Dan came in, he suggested a company he was familiar with and trusted for all his color critical work, EIZO. Once Neiman Group brought the ColorEdge CE monitors into their environment for testing it was obvious the EIZO ColorEdge outperformed the ACDs in a side by side comparison. So they started by purchasing one, became more convinced, and bought five more, and have grown to really love them in their workflow.

Their main criteria for choosing the EIZO monitors was the ease of use of the hardware color calibration function and the accuracy of the colors reproduced on screen compared to their finished outputs. They anticipate purchasing additional CE (Creator Edition) monitors for all their workstations. The ColorEdge CE monitors have significantly increased Neiman Group Art Directors' soft proof accuracy when creating work for their reputable clients like Cadbury Adams, Capital Blue Cross, and the Hershey Trust Co.

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