

World's First Company to Obtain Color Accuracy Certification

Delving into the Dedication and Commitment of EIZO

In October 2015, TÜV Rheinland Japan Ltd. issued the world's first certification of Color Accuracy to EIZO Corporation for four models in its ColorEdge series of LCD monitors. We interviewed Mr. Junro Yonemitsu, manager of R&D, Visual Products (Application), who was involved in the development of the monitors, to ask him about the purpose of obtaining Color Accuracy certification and EIZO's product strategy.



Junro Yonemitsu, manager of R&D, Visual Products (Application), EIZO Corporation

Please introduce EIZO Corporation.

Yonemitsu: EIZO Corporation is a global company that plans, develops and sells computer monitors for diverse fields under the EIZO brand. Our strengths are excellent quality backed by fully integrated in-house production and image-related expertise that we have built up since the establishment of our company in 1968. With LCD monitors for offices at our core, we develop high added-value products in response to needs in a variety of fields where special performance and functions are required, such as medicine, graphics, air traffic control, maritime and security, and deliver them to more than 80 countries and regions around the world.

Tell us about the ColorEdge series of graphic monitors and why you wanted to obtain the world's first Color Accuracy certification for them.

Yonemitsu: ColorEdge is a lineup of products created with the goal of supporting improvements to our customers' creativity and work efficiency in photography, printing, video production and professional work in other creative fields. Compared to general-use monitors, ColorEdge has exceptionally high color accuracy and stability. This is possible as a result of improvements based on critical feedback from customers.

In the printing market, printing-related organizations have established standards for selecting monitors suited to printing workflows. We have obtained approval for those standards for ColorEdge. These existing standards evaluate only part of the overall performance and if we were to create our own certification it would not be persuasive. With Color Accuracy certification, important points directly connected to user benefits are objectively and strictly evaluated. We are pleased with this recognition, as it has now enabled our customers to understand the true value of ColorEdge.



How stringent did you find the requirements for obtaining Color Accuracy certification?

Yonemitsu: All the requirements are very stringent and hard to meet unless the monitor is high performance and has been developed for use in professional work from the beginning.

In particular, a monitor that meets the requirements for stable color shortly after being powered on is granted a "Quick Stability" grade. In order to meet these requirements, significant development efforts based on a variety of experience and knowledge are required. As I mentioned earlier, we develop ColorEdge with the goal of achieving higher levels than just meeting existing standards so that it meets all the requirements, including rapid stability.

What is the product strategy for ColorEdge?

Yonemitsu: With the appropriate combinations of hardware and software to offer optimal solutions suited to market needs, ColorEdge is trusted by many professionals in still imaging fields such as photography and printing. We will pursue market expansion in the still imaging fields and continue our efforts to earn high acclaim in video production fields such as cinema and broadcasting as well.

Last year EIZO also obtained Flicker Free/Low Blue Light certification. EIZO seems to have a deep commitment to the quality of all its monitor products.

Yonemitsu: Ergonomic factors related to imaging such as reducing flicker, and blue light are areas that our company has been actively involved in since the CRT era. In addition, we are now pursuing high levels of precision and stability in image display demanded from high-end markets. We will continue to make such efforts in the future, while at the same time appealing to as many customers as possible. We believe that the acquisition of certifications such as Color Accuracy is the optimal way to prove and demonstrate the quality of our products and the technologies used.

Color Accuracy certification mark of EIZO Corporation



How does EIZO utilize TÜV Rheinland certification to its benefit?

Yonemitsu: Since we are active in a diverse range of markets, we must obtain certification for our products as required in each individual country in an appropriate and timely manner. We are extremely grateful that TÜV Rheinland Japan Ltd. offers a comprehensive one-stop service and smooth certification acquisition process. We would like to continue to use your service to further grow our brand in the future.

What areas does EIZO plan to expand its business in the future?

Yonemitsu: We began with the office and home and have expanded our customer base into medicine, graphics, maritime, railway, air traffic control and other professional fields. We were able to do this because our employee's capabilities have grown which has made us a better company. This is supported by each employee's desire to move our customers and deliver peace of mind to them. By holding to these values, we will penetrate further into existing markets and open new markets with high added-value products that meet customers' needs.

EIZO Corporation

EIZO, which means image in Japanese, is a visual technology company that develops and manufactures high-end display solutions.

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TÜV Rheinland Japan Ltd.

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