

# Press Release

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## Latest LCD monitors on display at PrintCity after Eizo association

PrintCity has enlisted the services of Japanese manufacturer Eizo to show its highly sophisticated LCD monitor technology at PrintCity's drupa 2004 Print Factories.

A total of 29 Eizo ColorEdge monitors will be used within PrintCity, showing visitors that flat panel monitors – renowned for their space and energy saving capacity – can now match the performance of traditional CRT monitors for critical colour accuracy.

The 21-inch screens will be used throughout the graphic arts alliance's drupa display including the Integration Centre, Design Studio, and Colour Management section for a wide range of tasks from creating and converting image data to colour proofing.

In addition, Eizo will supply 18 monitors from its FlexScan series for members' company and product presentations, and will have its own booth in PrintCity's Hall 6.

“We are honoured to have been accepted into the PrintCity fold with companies that are all leaders in their respective fields,” said Shoichi Yamaguchi, General Manager of Customer Relations at Eizo.

“We have the chance to show that with our ColorEdge monitors, graphic arts professionals can exchange their bulky CRTs for LCDs without sacrificing quality. Furthermore, participating in something of the scale of PrintCity gives us a chance to gain insight into the industry, and forge relationships with other partners.”

Eizo ensures the colour quality of its LCD monitors by adjusting the gamma curve for each ColorEdge at the factory. With Eizo's calibration software and a proprietary calibration device, users can set the desired brightness, gamma and colour temperature values and save the settings as an ICC or ColorSync profile.

Rainer Kuhn, Managing Director of PrintCity, added: “With the rise of digital proofing, the requirement for colour accuracy on screen has never been more apparent. At the same time, energy conservation is a big issue for our members' customers too, and these Eizo monitors

PC41



*connection of competence*

deliver on both counts. Both Eizo and PrintCity stand for innovation, so we're looking forward to working with this technology.”

## **Ends**

### **About PrintCity**

PrintCity is a strategic alliance of more than 40 best-in-class companies in the graphic arts industry, present in more than 180 countries and with a combined turnover in excess of 30 billion Euros. The organisation covers the three major market segments of publishing, packaging and commercial printing – segments that are increasingly interlinked. PrintCity focuses on helping its customers to deal profitably with issues arising from this crossover.

Members of PrintCity work together in specialised Activity Groups, combining a range of expertise to focus on specific areas. Activity Groups analyse both the technology and print processes faced by graphic arts end users, and the actual and potential market applications within these areas.