



“At the heart of Europe” is the official slogan of Germany’s international broadcaster Deutsche Welle. Since spring 2003, this heart beats for DW’s radio programs in the former German capital Bonn. A multinational team formed by people from more than 60 countries broadcasts radio programs in 30 languages. Among them not only world languages like English, Chinese and Spanish, but also much more exotic tongues such as Amharic, Dari, Hausa and Pashto.

Deutsche Welle has the legal mission to convey a comprehensive picture on life in Germany and to present and describe the German positions on important issues. “DW aims to provide for its audience hard facts and to give objective, reliable information with a distinct European flavor,” says Mr. Werner Neven from Deutsche Welle International Communication/Marketing.

Deutsche Welle Bonn, Germany

Broadcasting with EIZO from Europe to the World

When Deutsche Welle moved from Cologne to Bonn, it saw the opportunity to replace old CRT monitors which had been in use since the late 80s with new computer screens. The decision to choose LCD monitors was even facilitated by the fact that the new building had different ergonomic conditions from the old one.

“The average desk depth was now only 80 cm,” Mr. Manfred Winkler, Manager Information Technology, said, “making it quite impossible to use CRTs again because of the limited desk space. Since most of our old CRTs had been EIZO monitors, we knew what outstanding quality we could expect from EIZO LCDs.”

Testing for a Brighter Future

Nevertheless, there had to be an extensive testing program. As a public broadcaster mandated by public law and funded by the federal government, i.e. taxpayer money, DW was obligated to test different brands when selecting new hardware.



That is why DW used a rotating test pattern for selecting the new LCD brand. “We had a user panel testing five different brands. Each user used each brand for a couple of days in a working environment. Afterwards, each user had to fill out a questionnaire. All users gave EIZO the best marks regarding color contrast, brightness and clarity,” says Mr. Winkler.

To make matters even more objective, his colleague, Mr. Klaus Anhäuser, Manager Information Technology/User Service, decided to go one step further. He initiated a blind test by building a wooden frame around each screen, thus covering the bezel with the brand’s name on it and making it impossible for users to see which brand they were working with. “Once again, the overwhelming majority of users chose the EIZO monitors,” says Mr. Anhäuser.



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*Manfred Winkler,
Manager Information Technology, Deutsche Welle*



But the user evaluations were not the only decisive factor in DW’s selection. Since the new monitors were to be used in the studios as well as the offices of DW, it was of the utmost importance that they did not have any negative effects on the delicate studio technology. The technical test showed that the EIZO LCD monitors, compared to all other brands, had only minimal leakage currents, thus not causing unwanted interferences with the studio’s technical equipment.

Additionally, employees report that with LCD monitors they feel less tired after looking at the screen for several hours. There are hardly any complaints about headache or red-eye syndrome anymore. “In the end, it is the user who decides what he or she wants,” says Mr. Winkler. “If employees feel better, it will automatically improve their working environment, thus improving productivity and performance. It’s the best value for money you can get.”

Modern Architectural Structures Enhanced by Modern EIZO LCD Monitors

Another challenge when selecting new monitors was the architectural structure of the new Deutsche Welle building. The complex consists of nine individual bridge-linked buildings of three or four storeys each, two ground floor levels and four basements. The combined floor area is 160,000 square meters.



“There are no light reflections caused by our big windows even if you look at the screen from different angles. It’s just amazing how high EIZO’s quality standards are.”

Klaus Anhäuser, Manager Information Technology/User Service, Deutsche Welle

“For us, it was extremely important that all monitors could be easily handled, so that each user could just press the auto-adjustment button on the front panel and start working right away,” says Mr. Anhäuser. “With walking distances inside the Deutsche Welle building adding up to more than 500 meters, it would be otherwise impossible for our IT team to handle all calls from users. Now that is no problem anymore.”

