

Alizari Images – Condé sur Huisne, France



Renowned French Photographer

Alizari Images, founded in 2002 by renowned French photographer Stéphane Perera, is a company specializing in photographic journalism and illustration. The company manages all of the photos taken by Perera and publishes collections of his work in books, on postcards and posters, and as wallpaper designs.

The Best Shot with the Best Color

Perera is often asked how he gets the best shots, “I always seek better light and better colors,” Perera says. “This is the reason why I spend most of my time trying to find the best locations.” But, location is only one part of the story, to ensure consistent color from shoot to print requires precise archiving. That’s why Alizari implements digital color management workflow. Perera explains, “After shooting, the treatment process and archiving of photos shot in RAW format is a very long and fastidious task. Yet, it is a necessary and critical step when one manages thousands of pictures.”

Revolutionary Change

The shift from film-based to digital photography brought industry wide changes in workflow processes. These included digital image color management. Perera explains, “We now need high quality and calibrated monitors; we had to change from film to digital memory and begin using slide racks for high capacity hard disks, etc. In a short period, photographers had to reinvest in digital materials to replace film (analog) materials.” So when the time came, Alizari chose EIZO’s ColorEdge graphics monitor series. Its bundled ColorNavigator software and 10-bit or 12-bit look-up tables deliver accurate and reliable hardware calibration, allowing the company to perform soft proofing with confidence.

“Today, I cannot imagine my studio without monitors that are able to provide precise and true color reproduction of the ones shot with my camera. The pixel sharpness and absence of glare are also important comfort features, especially when we work on a monitor 10 hours a day. That is why I chose ColorEdge.”



Stéphane Perera, Alizari Images

The Challenge

In today's digital production environment, there are many opportunities for discrepancies in color to arise along the path from the computer to the printer. This is because input devices (cameras, scanners, etc.), display devices (monitors) and output devices (printers) may all be set to different color spaces or profiles. Perera describes the challenge, “Even if most of the photographers are now trained for color management, it is not the case for all the customers. We work a lot with local governments. They are interested in buying pictures, but not in their color management. It is really scary for photographers as we are judged on the printed pictures, but not on the original images.”

The ColorEdge Solution

At the core of any professional color management system is the monitor. This compelled Alizari to use a direct process that manages the production until pre-press. “Today the entire graphics workflow is digital. We had to rethink how we work as framings and renderings differ depending on the monitor and printer.” Perera continues, “I save my pictures in TIFF format with the best RGB ICC profile used in the printing sector.” A wide-gamut ColorEdge monitor using a common color space is the ideal way to ensure accurate color reproduction across all digital platforms, from shoot to print. Perera explains another important benefit, “When my clients look at my pictures on their monitors, calibrated or not, I feel much better if the profiles are adapted and that the conversions into other profile are optimum.”

The Keys to Success

Perera explains that EIZO ColorEdge monitors are one of the keys to Alizari's success. “Today, I cannot imagine my studio without monitors that are able to provide precise and true color reproduction of the ones shot with my camera. The pixel sharpness and absence of glare are also important comfort features, especially when we work on a monitor 10 hours a day. That is why I chose ColorEdge.” Perera is enthusiastic about ColorEdge's results. “Color work is one of the keys to our success. Our last edition of “*Couleurs du Perche*” would not have been such a tremendous success without optimal printing quality and our perfect color management.” Perera concludes with praise for ColorEdge, “We acquired a lot of experience in computer-aided publishing for the production of books of quality. This experience allows us to commercialize our services and expand into luxury edition activities. This new commercial development will certainly lead us to acquire new EIZO ColorEdge monitors.”



EIZO NANAO CORPORATION

153 Shimokashiwano, Hakusan, Ishikawa 924-8566 Japan
Phone +81-76-277-6792 Fax +81-76-277-6793

www.eizo.com