



Tim Flach

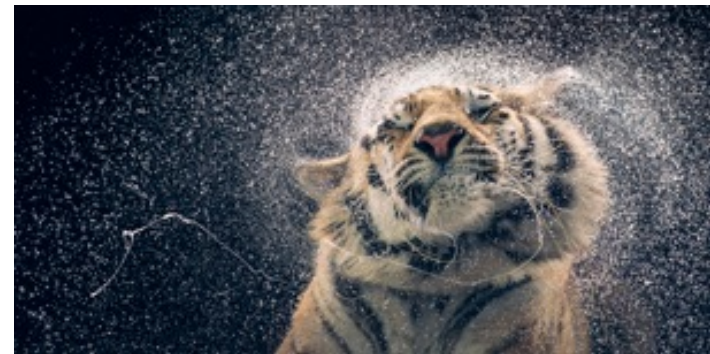
Case Study



# Tim Flach

*“When working to such detail and exact colour tones that I require for my hyper real animal images, EIZO’s calibrated screens are as you expect, precise, reliable and second to none.”*

Tim Flach, Internationally acclaimed Award-winning Fine Art animal Photographer





# Tim Flach

## Biography

- Tim Flach, is the Internationally acclaimed Award-winning Fine Art animal Photographer.
- Tim is at the forefront of the field of animal photography, helping to define this area of photography as we know it, conceptualising the extraordinary nature and complexity of our relationship with animals.
- He is best known for his highly conceptual portraits of animals.
- As well as exhibiting globally, he is the author of the books *Equus*, *Dogs Gods* and *More Than Human*.





# Tim Flach

## Background

- Tim Flach's specialist field needs perfection and total precision. He shoots in the field, in sanctuaries and in studios. As such it is imperative that the control he has in post production is of an exceptionally high level in order to clearly see and edit details in the skin textures, each delicate hair, each subtle sculptural shadow. Close up detail needs to be correct and authentic.
- His work features in Fine Art Galleries, books, magazines and also advertising, as such he works at extremely high resolution and needs tools that enable him to concentrate on minute details of the image.
- Tim is different to many photographers in that he works all the way through the workflow, from concept to photo capture to editing to printing to the exhibition or book. This means he has an exceptional understanding and demands for needing the best quality and reliable professional tools.





# Tim Flach

- **EIZO solution**
- EIZO is an essential tool which helps Tim produce his signature hyper-real images which are sometimes over 10foot long, so high quality resolution is crucial and fundamental in his practice.
- The reliability and colour calibration of an EIZO saves him time, the tolerance is so good.
- EIZO also fosters and advances creativity. Because the reliability and quality is so high with an EIZO he doesn't have to think about it, or "worry about banding", and so it frees him up to take the image even further.
- The relationship between monitor view and hardcopy when using EIZO is markedly faithful: "I am not even conscious of the transition between screen and print."



**Tim Flach uses:  
CG301W, CG221**



The EIZO Group was established over 40 years ago and its core business during a majority of this time has been the design, manufacture and distribution of CRT displays. In 1991 EIZO developed a new monitor based on LCD technology and today EIZO is one of the top third party monitor manufacturers in the industry.

Today EIZO is unique in its market and this is clearly evident due to the following factors:

### **Innovation**

- EIZO has won numerous awards for innovation in its chosen field. It has consistently pioneered developments such as the first multi-frequency monitors, dual input control, auto fault diagnostics and more recently it was the first company to establish an industry direction for large format LCD monitors and slim edged bezels.

### **Display specialists**

- EIZO is the only company in the market solely dedicated to the design and development of computer monitors. EIZO is independent of any specific technology which allows it to source the best possible components at any one time to provide high quality, leading edge products. This also helps to prevent shortages caused by a dependence on a particular supplier.
- EIZO has a vast range of monitors designed and created exactly to the demanding requirements of the professional user in their desired specialised areas whether it be in the field of Graphic Design, Photography, Digital Film Production, Medical Imaging, Financial Trading or Air Traffic Control.
- EIZO is the only manufacturer able to offer a full five years warranty across the majority of its ranges, due to the high specification and checks it carries out at its own manufacturing plants.





## **Philosophy**

The guiding principle in EIZO's monitor production is one primarily driven from a position of engineering excellence. This ethos of quality and reliability is most apparent in the areas of design and manufacture, which ultimately results in an unrivalled consistency of product. Whilst being aware of the need to be market competitive, EIZO is not a company that is prepared to compromise on technology.



For more information on how EIZO can help your organisation to achieve display excellence, contact

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