

## Glassworks' New Grading Suite

Launched in 2006, Glassworks Amsterdam continues to build on its reputation for expertise established in its original London location. Its state-of-the-art facility, backed by top creative talent, has forged strong relationships with domestic and international markets. Glassworks offers high-end color grading, digital animation, and visual effects expertise for the production of creative content from commercials, films, and promos to digital material and print media. It maintains its excellent creative reputation by continuously reinvesting in the latest technologies and innovations. As part of its most recent investment program, Glassworks Amsterdam upgraded its software and hardware, and restructured and streamlined its workflow to put the best tools into the hands of the best artists.



Wanting to enhance its color grading capabilities for its core commercial and broadcast markets, as well as open itself up to a broader market, Glassworks Amsterdam recently invested in a Baselight HD color grading system from FilmLight. To ensure the ultimate in clarity, accuracy, and experience, the company now utilizes the Dolby® Professional Reference Monitor. When it came to selecting a new reference monitor, Glassworks recognized the shift in technology to LCD at the consumer level and therefore decided to research the best monitoring options available for professional use.

“Dolby has the ‘wow factor’ that hits you as you enter the suite,” said Scott Harris, colorist at Glassworks Amsterdam. “No other comparable product has the picture quality and also the scale of this monitor. We have not seen any other LCD monitor capable of handling an image in the way the Dolby product does. Nice whites, nice blacks, nice soft color, no artifacts. Very impressive.”

Glassworks' motivation for selecting the Dolby Professional Reference Monitor included:

- The best Grade 1 monitor, as rated by the European Broadcasters Union (EBU)
- Display capabilities for unprecedented black levels, along with precise color accuracy at all luminance levels, and across a wide dynamic range
- Ability to emulate any other display device, including the traditional CRT, replacing an entire collection of costly monitors that may be used for color correction, mastering, and quality control
- Wide viewing angle to ensure that everyone in the room sees a perfect image
- Unparalleled reliability, thanks to the lengthy lifespan of LCDs and the more than 50,000-hour lifespan of LEDs, ensuring six or more years of consistent performance

Filling the gap left by the CRT, the Dolby Professional Reference Monitor delivers true blacks, exceptional dark detail, high contrast, wide dynamic range, and precise color rendering. It is the most consistent, accurate reference monitor for creating any type of entertainment content.

For more information, please visit [www.dolby.com/monitors](http://www.dolby.com/monitors).

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