

Thinkwell Group boosts productivity and efficiency while decreasing costs with new high-performance displays.



“Dell’s Ultrasharp monitors have enabled us to create precise, color accurate graphics consistently and reliably across our entire network, which saves us time and valuable resources while significantly impacting our bottom line.”

Joe Zenas, CEO, Thinkwell Group

Customer Profile

Profile:	Thinkwell Group
Industry:	Arts, Entertainment and Media
Country:	United States
Employees:	100
Web:	www.thinkwellgroup.com

Business Need

Thinkwell Group needed high-performance and high resolution, color accurate monitors that could seamlessly share color profiles across a wide variety of platforms so that all of their designers and artists could have a unified system for managing color accuracy and large-scale graphic design.

Solution

Thinkwell provided its artists and designers with a combination of Dell UltraSharp™ monitors, including 24 inch (U2410), 27 inch (U2711) and 30 inch (U3011) models.



Benefits

- Increased employee productivity & efficiency
- Streamlined design workflow
- Significant cost savings in printing
- Reduction in amount of IT support needed

Thinkwell Group (Thinkwell) is a full service experience design and development firm that brings big ideas to life through immersive guest experiences in physical and digital environments for theme parks, museums, casinos, retail experiences, and resort destinations.

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Dell UltraSharp monitors with PremierColor

Dell UltraSharp™ monitors with PremierColor are delivered factory-calibrated to support color standards coverage of at least 96% AdobeRGB and 100% sRGB for quick and convenient out-of-the-box performance, plus they can be adjusted easily for saturation, hue (RGB/CMY), gain and offset (RGB). Designers, engineers and anyone dedicated to color critical work can have confidence in the colors produced by Dell UltraSharp monitors.

Thinkwell believes whole-heartedly in child's play. They recently created Fernbank NatureQuest, the new flagship children's exhibit at Atlanta's Fernbank Museum of Natural History. The exhibit engages the senses using sound, touch, and sight to immerse kids in a nature-inspired environment representative of the ecosystems of the southeast. Fun and exploratory, the immersive experience combines detailed scenery, projected and interactive media, and theatrical effects.

In order to bring this project to life, Thinkwell had to first develop and implement a full graphics package including over 300 unique graphic files to be printed on a variety of substrates. Thinkwell produced this substantial graphics package with the help of Dell's UltraSharp monitors, which enabled the designers to develop a shared "color language" in order to work effectively and efficiently, with few interruptions for color calibration, and the confidence of knowing that the colors they were seeing wouldn't vary from monitor to monitor, or from monitor to printer.

Based out of Burbank, California with an office in London, Thinkwell is constantly creating highly imaginative and detailed projects. Thinkwell's CEO, Joe Zenas, puts it into perspective, "The secret is the staggering amount of detail that goes into concepting, designing and developing these immense projects," says Zenas. "When every detail counts – both on an artistic front and an engineering CAD/CAM design perspective – color and precision are of the utmost importance."

Increasing Productivity

Like many design studios, Thinkwell operates against constantly adjusting deadlines, creating intricate designs in very short work cycles. "Our team has some of the most inspirational ideas in the industry, but our business doesn't work if they cannot bring those ideas to life with the immaculate details our clients have come to expect," said Zenas.

For businesses that depend on color critical work, monitors are some of the most essential tools. If an artist has to hand off a piece to another artist, designer, creative director, or producer, it is crucial that the color information from that file translates from monitor to monitor accurately. "Our artists need to know what they see on their computer monitors – the color, the textures, the precise designs – will be exactly what comes out of the printer and into our client's meeting rooms. If not, then hundreds of hours have to be wasted retouching and correcting for a computer monitor's misrepresentation. But with superior monitors, we've been able to give our team an edge over competing firms on multiple fronts."

Adapting to Creativity

The strongest tool in the artist's arsenal is his or her creativity. And in the digital age, creativity is augmented and supported by hardware and software to bring those ideas to amazing life. Graphic artists and designers rely on resolution and color accuracy so that their work can be as beautiful in real life as it is on their computer monitors.

Graphic artists working on the Fernbank NatureQuest project relied heavily on the high-performance, high-resolution Dell UltraSharp monitors when developing intricate large-scale production graphics that had to be both visually stunning and species-accurate to meet the exceptional educational standards and practices followed by Atlanta's Fernbank Museum of Natural History.

Reducing IT Costs

Frequently ballooning from 70 employees to over 150, Thinkwell artists and their IT staff are regularly adapting their roles based on the support they have. "We are in a very dynamic business, but with the UltraSharp monitors I know my lead artists are able to maximize their time on their designs, and minimize time spent on IT support," says Zenas.

With the new Dell displays, IT Director, Dennis Nieves, has been able to significantly reduce the amount of monthly IT support dedicated to recalibrating monitors and adjusting color profiles companywide. "IT is all about solutions. With previous monitors, we had to spend a considerable amount of time working with the artists to recalibrate their displays," said Nieves.

"We needed a better solution, and we found one with the UltraSharp monitors. Because the UltraSharp monitors have easy to use on screen controls and a variety of industry standard options, artists have been able to easily adjust the monitors themselves."

The Dell UltraSharp monitors have also lead to an unexpected cost reduction in printing. "With the old monitors, the artists were constantly printing test pages to make sure what they were seeing on the screen was going to be the same thing that came out of the printer," said Nieves. "Obviously this leads to substantial paper and ink costs, in addition to time spent maintaining and troubleshooting printers. Since the Dell UltraSharp monitors are much more consistent with their color representation, the artists have reduced their printing by up to 20%, saving us a considerable amount on printer resources and reducing the amount of time our IT team has to dedicate to printer support."

Improving Performance & Efficiency

Thinkwell is always keeping an eye out to see how new technology can improve its performance. "What sets us apart is that we often look at things that are the status quo, or often overlooked, and see how we can improve on that," said Zenas. "We worked with Dell, took a look at our monitors and the more we thought about it, the UltraSharp monitors made sense." Zenas continued, "Since the change we've decreased IT monitor support and improved our artists' efficiency by up to 20%, all by being smarter about what type of monitors we use. The total improvement was beyond what we were expecting. The long term impact is looking to be substantial."

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*Dennis Nieves,
IT Director, Thinkwell Group*



For more information about Dell monitors please visit dell.com/monitors

