

The Business Impact of Color Accuracy for VFX Studio Owners

Learn about the business impact of color accuracy for VFX studio owners, about its challenges and how to overcome them with Wacom Cintiq Pro, Wacom Movink and Wacom Bridge.



01 Context

The VFX industry relies heavily on color accuracy and precision in visual creation. Color-calibrated pen display workflows are crucial for maintaining high standards in visual effects production. These technologies impact both individual creatives and studio operations as a whole.



Enhanced workflow by integrating color-calibrated pen displays

Consistency Across Devices

Maintaining consistent color accuracy across different devices (monitors, tablets, projectors) can be challenging, especially in a collaborative environment where multiple teams and remote workers are involved.

02 Workflow

Integrating color-calibrated pen displays into VFX workflows enhances accuracy, productivity, and collaboration. For creative professionals, these displays improve precision and reduce fatigue during long work sessions. Studio owners benefit from cost savings due to fewer revisions, gain a competitive advantage through higher-quality output, and see improved employee satisfaction. This technological integration streamlines the entire production process, from initial concept to final delivery.

Software and Hardware Compatibility

Different software tools and hardware used in production might handle color profiles and management differently.

03 Challenges

Negative impact of inadequate Tools/ HW and SW on Productivity

If VFX production teams have to work with equipment that is no longer up to industry standards they will find workarounds to compensate for the deficiencies - but this will happen at the cost of output quality and team productivity.



Wacom Cintiq Pro 22-inch

Consistent Color Reproduction Across Devices

Different devices (monitors, projectors, TVs) and display technologies (LCD, OLED, CRT) reproduce colors differently.

Client Review and Approval

Ensuring that clients view VFX work with the same color accuracy as the studio can be difficult, leading to miscommunications and revision cycles that impact project timelines and budgets.

04 Solution

- Engineered for harmony and breakthrough performance
- 10-bit color displays with over a billion shades
- High coverage of Adobe RGB and DCI-P3 color gamuts
- Pantone Validated and Pantone SkinTone Validated
- Factory calibrated color accuracy
- HDR Gamma support
- 120Hz display with 10ms response rate (Cintiq Pro 27)



Wacom Cintiq Pro Family 17-inch, 22-inch and 27-inch



Wacom Movink

Wacom Movink:

- Lightest and thinnest pen display (4mm at thinnest part, 420g)
- 13.3" full HD Samsung OLED display
- Pantone Validated and Pantone SkinTone Validated
- 100,000:1 contrast ratio for deeper blacks
- Anti-glare screen with near-zero latency
- Compatible with various operating systems

05 Implementation

- Deploy Cintiq Pro Family displays for color-critical work.
- Utilize Wacom Movink for remote and on-the-go color-accurate work.
- Implement Wacom Bridge for seamless remote collaboration.
- Train staff on color management workflows.
- Regularly calibrate and maintain color accuracy across all devices.



Wacom Cintiq Pro 17-inch, 22-inch, 27-inch and Wacom Movink

Deploy Wacom Cintiq Pro Family displays to ensure high precision and color-critical work. These displays offer exceptional color accuracy and are ideal for professionals in design, photography, and other creative fields.

Utilize Wacom Movink for remote and on-the-go color-accurate work. This portable solution provides the same high standards of color accuracy and performance as the Cintiq Pro, enabling seamless transitions between studio and remote environments.

Implement Wacom Bridge to facilitate seamless remote collaboration. This integration allows for efficient sharing of screens and workspaces, ensuring that team members can collaborate effectively, regardless of their physical location.

Train staff on color management workflows to ensure consistency and accuracy in their work. This training should cover color theory, calibration techniques, and best practices for maintaining color fidelity across various devices and software.

Regularly calibrate and maintain color accuracy across all devices. Establish a routine schedule for calibration checks using reliable color calibration tools. This will ensure that all displays maintain their accuracy, providing a consistent visual experience and high-quality results.

By integrating these tools and practices, your team will be well-equipped to handle color-critical projects with precision and confidence, whether in the studio or on the go.



Wacom Movink

06 Benefits for studio owners

Higher Quality Outputs

Clients tend to prefer studios with a reputation for delivering consistent and high-quality VFX work. Color-calibrated displays are a key factor in maintaining such a reputation.

Cost Efficiency

Businesses implementing color management solutions can save a lot on production costs due to fewer revisions and increased workflow efficiency.

Employee Satisfaction and Retention

Creative professionals almost always consider the quality of their tools, including displays, as a key factor in job satisfaction. Providing top-tier equipment like color-calibrated displays can significantly enhance employee retention and attract top talent.

Employee satisfaction is deeply tied to the tools they use. When employees have access to advanced tools like the Wacom Cintiq Pro, their ability to work efficiently and creatively is significantly enhanced. The precision and responsiveness of the Wacom Pro Pen enable employees to replicate the sensitivity of traditional art tools, such as brushes and pencils, which is crucial for those in creative roles.

“Without a doubt, efficiency is the biggest benefit with the Cintiq Pro. For example, oftentimes during a pre-light session, the cinematographer will want to give feedback and make changes using a color-calibrated monitor. The simplicity of the workflow with the Cintiq Pro makes this process streamlined and efficient.”

– Safari Sosebee, co-founder and CCO, Narwhal Studios

Competitive Advantage

Studios investing in the latest technology, including color calibration, tend to see a big increase in client retention and an increase in new business opportunities. That's exactly why these studios have a competitive advantage when using advanced display technology.

Pen enables employees to replicate the sensitivity of traditional art tools, such as brushes and pencils, which is crucial for those in creative roles.

Providing employees with high-quality tools not only boosts their performance but also increases their job satisfaction, as they feel empowered to produce their best work.

Faster Time-to-Market

Companies using advanced color management tools reduce their product development cycle times. For VFX studios, this translates to faster project completion and the ability to take on more work.

The impact of these capabilities extends beyond personal satisfaction to influence the entire creative process. With tools like the Wacom Cintiq Pro,

artists can tap into an unprecedented level of productivity and comfort, seamlessly translating their ideas into reality. Mark McCauley from the Center for Advanced Design captures this sentiment perfectly:

This blend of productivity, comfort, and connectedness is crucial for enhancing creative expression. When artists are equipped with tools that not only meet their technical needs but also align with their creative processes, they can work more intuitively and

“Having a tool that can replicate the sensitivity of a brush or pencil is so important. I’m glad you guys have created a perfect tool for that. I’ll use it pretty much forever until you create something that plugs right into your brain.”

– Aaron Sims, The Aaron Sims Company

Enhanced Creative Expression

Color representation allows creative professionals to express their artistic vision better. This leads to higher job satisfaction and potentially more innovative VFX work.

processes, they can work more intuitively and expressively. The Wacom Cintiq Pro’s superior color accuracy, combined with its responsive pen and ergonomic design, allows for a deeper connection between the artist and their work. This connection fosters a more immersive creative experience, where professionals are free to explore innovative ideas and experiment with new techniques without the constraints of technological limitations.

„With the Wacom Cintiq Pro, I’ve found endless amounts of productivity, comfort, and connectedness. What more do you need?“

– First name, Last Name, Titel, Company

07 Outcome

By investing in Wacom's color-accurate solutions, VFX studio owners can expect improved output quality, increased client satisfaction, reduced production costs, faster project completion,

enhanced creative expression, and better employee productivity and retention. This comprehensive approach to color management and color accuracy positions studio owners as leaders in the competitive VFX industry.

About Wacom

Wacom is a global leader in digital pen and touch input technology, providing innovative solutions for businesses and creative professionals. Our cutting-edge pen tablets, displays, and styluses offer precision and ergonomic design, seamlessly integrating traditional artistic techniques into the digital workspace. Partner with Wacom to unlock transformative business and creative solutions, leveraging our industry-leading technology to enhance productivity and redefine possibilities in design, technology, and education. Join us in shaping the future of digital expression.

08 More information

If your work environment requires remote connections, you might want to check out „Wacom Bridge (link)“ for more flexibility. Wacom Bridge improves working with pen tablets and displays on remote desktop connections; allows full advantage of pen and touch input on local and remote machines; Wacom Incline feature for improved visual feedback



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