

## VS+Company – Consistent Viewing Conditions Help Deliver Results

**Company:** VS+Company  
New York, NY  
[www.vsandcompany.com](http://www.vsandcompany.com)

**Profile:** VS+Company is an elite post-production studio whose work includes fine art photography, fashion, still life, and beauty imagery. VS+Company is known for creating high quality images and exhibition prints for artists and estates.

**Challenge:** Providing photography and retouching services for artists' gallery shows and estates requires attention to the smallest detail and strong consideration to the final viewing environment.

To help meet this challenge VS+Company has four dedicated color viewing areas and was seeking to create a production environment that provided consistent viewing conditions from room-to-room.

**Solution:** To establish room-to-room viewing consistency VS+Company has made each room compliant with the ISO 3664:2009 standard for color viewing. This was achieved by installing GTI's D5000 Graphiclite overhead luminaires in each room. These luminaires use GTI's Graphiclite 100 lamps which are specifically designed for color viewing applications. Graphiclite lamps deliver a very close match to the industry's D50 specification and as a result they produce a true full spectrum white light which renders color to the highest degree of accuracy and efficiency.

VS+Company's main viewing area is equipped with four GTI GLE-532A overhead luminaires. They also have three smaller rooms each with two GTI overhead luminaires, these rooms have been painted neutral gray as specified by the ISO 3664:2009 standard with GTI's Standard Gray Neutral 8 Vinyl Latex Paint.

**Results:** By following the ISO 3664:2009 standard, VS+Company can now view artwork in all four viewing areas with confidence. In the primary viewing room VS+Company does all of the retouching work under the D50 daylight conditions provided by the GLE-532A luminaires. The GLE-532A is an asymmetrical luminaire with a clear lens that evenly distributes light over the dedicated viewing area.



*VS + Company's primary viewing area includes four GTI GLE-532A overhead luminaires.*