



# Tarek Photography: Inspiring confidence in your image

**There is hardly an industry in which a reassuring image is more important than in medical technology. A compelling photo can create a positive emotional reaction; it creates confidence and trust and is even able to dispel fear. Tarek Photography specializes in capturing the essential qualities of medtech products and companies.**

A thorough familiarity with the characteristics of every product and every company is fundamental to capturing the essence of a product in an image. On the basis of precise briefings and conscious coordination Tarek Photography prepares every photo shooting efficiently and without fuss in close collaboration with the customer. Due to our in-house digital image processing and the exchange of image data via our FTP server, your photos are quickly ready for the preprint stage.

## **Product photography**

Tarek Photography communicates the high grade and purity of medtech devices, instruments, and implants. Precision and reliability are captured and their beneficial purpose is highlighted.

## **Production photography**

Insights into production processes and testing facilities generate associations of quality and cleanliness. They are the perfect vehicle to highlight commitment to service and thus generate trust.

## **People & Portraits**

Every innovation reflects a person's creative vision. We help you illuminate the human side of your products, services, and business through personalized portraits.

## **Corporate image**

By combining positive corporate identity and the beneficial purpose of your products into one perfect image of corporate and bodily health, we support the communication of your corporate objectives in a favourable symbolic form.

## **Visual identity**

Buildings and premises often reflect the identity and values of a company. These corporate merits need to be visualized and transmitted. On-location photography in offices and industrial environments is the ideal platform to communicate company values through visual identity.

## **Tarek Photography**

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## **Special fields**

- Technology
- High-tech Products
- Industry
- Health
- Man & Machine
- Workplace Photography
- Corporate Image & Culture
- Employees & Commitment

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