



Falcon's Creative Group boosts productivity for its content creators with Dell and AMD

Faster creation of complex digital content with Dell Precision workstation with AMD Radeon™ PRO graphics

AMD
RADEON
PRO

CUSTOMER



CUSTOMER

Falcon's Creative Group

INDUSTRY

Media & Entertainment

CHALLENGES

Empower content creators to push creative limits while maximizing productivity

SOLUTION

Deploy Dell Precision 5820 Tower with AMD Radeon™ PRO graphics

RESULTS

Dell Precision workstation with AMD Radeon PRO graphics enabled content creators to work in real time and gain an astronomical improvement in productivity

AMD TECHNOLOGY AT A GLANCE

Radeon PRO W5700 8GB GPU

SOFTWARE APPLICATIONS

Autodesk® Maya®
Nuke™
REAPER™
SideFX Houdini™
Smode™

TECHNOLOGY PARTNER

DELL Technologies

Falcon's Creative Group is an international experience design company based in Orlando, Florida. With a focus on state-of-the-art theme park design, enticing digital content creation and innovative product development, it has extensive experience and expertise working with cutting-edge graphics and production technology. The company understands that the productivity of its creative staff, including artists, designers, engineers, writers, animators, software developers and filmmakers, depends on their ability to create compelling and engaging content, primarily with the aid of computers.

The company's design philosophy puts equal emphasis on exploration, curiosity and innovation. Through its projects, Falcon's Creative Group seeks to celebrate the human spirit and tell stories to intrigue, inspire and thrill those who partake of its offerings. Empowering its content creators is at the heart of the company's business and is what compelled it to put a Dell workstation to the test.

The horsepower to get more done

Dell Technologies and AMD teamed up to give Jesse Allen, Editorial Director at Falcon's Creative Group, a complementary Dell Precision 5820 Tower. Equipped with an AMD Radeon™ PRO W5700 8GB GPU, 128 GB DDR4 2933 MHz RAM, and a 1TB NVMe® Class 40 SSD, this incredibly powerful PC is well able to handle the most demanding of content creation tasks.

The Dell workstation equipped with Radeon PRO graphics is very capable at handling demanding workloads. Allen tells of a recent project, "It had something like 45 motion graphics shots in it, which is a ton. Any editor hearing about it would wince and say 'What's your deadline?' mostly because they're always thinking of the render side of things. Your average standard media shot usually takes 10 to 15 minutes per render. So when you're talking 45 shots as a group, that's a lot.

"The Dell workstation [with AMD Radeon PRO graphics] is good. It's compact, it's powerful, and it's easy to work with."

*Jesse Allen, Editorial Director,
Falcon's Creative Group*

And now, in this particular case, that didn't bother me at all. I was able to get through everything in under 20 minutes." Run those numbers and this means what had required 450 to 675 minutes to process finished in less than 20 minutes. That is an astronomical improvement in productivity of 96% or better.

Switching frequently between graphics and audio tasks, Allen often bounced between two different machines. "I'll be on an audio project and then I'll have to switch to a graphics-intensive project within a couple of hours," says Allen. "The Dell workstation [with AMD Radeon PRO graphics] is good. It's compact, it's

powerful, and it's easy to work with. Now I don't have to have my audio computer and my video computer or rely on stuff that's sitting in other rooms." Staying in place, in fact, lets him be more productive while handling a mixed workflow.

Allen's work also combines a never-ending sequence of audio and graphic content creation tasks, so one unexpected but welcomed outcome of working with the workstation comes from its quiet operation. "One of the things I enjoy as an audio engineer is that it is a super quiet machine," says Allen. "I can literally just keep it here, right next to my desk. I can do very complex audio work and have all the horsepower I need and with no distraction from machine noise." Falcon Creative Group's Director of Technology Saham Ali also noted the workstation's quiet operation. He observes, "It's really important when you have a lab full or a studio full of these machines, they can't be humming and grinding. They need to be quiet, and that's just what the Dell Precision 5820 Tower is."

Empowering real-time creativity

Allen says that the Dell workstation with Radeon™ PRO graphics enables him to "reimagine what your tools are used for." He is no longer concerned about working one-on-one with clients in front of this PC.

He is ready to tackle input and feedback as it comes to him, saying “Now we’re relying on the GPU to be pushed really far into doing these really complex things and watch it live. We’ll have a producer or a director come in, sit down with me and go, ‘Oh, yeah. That’s great,’ and change things up in real time and just hit render and, in 60 seconds, it’s done.”

This provides an opportunity to take more creative risks, and to offer faster, more responsive customer service. The productivity and profitability benefits are also high. Says Allen, “For somebody in my position where it’s key to be creative and to handle a high volume of stuff coming in monthly, that’s where a machine like this pays for itself instantly. It allows us to be way more dynamic with our creative decisions and our timelines as well.”

One application where the workstation has shown itself to be quite capable is with a real-time compositing engine for motion graphics called Smode. Allen uses it on the editorial side to work in real time, with no rendering delay necessary before viewing the graphics as final quality output. Of this application, Allen observes further, “It’s kind of the first of the next generation of tools and is one of the big reasons that Saham and I had the conversation about changing out my desktop for something more powerful in the first place. It’s incredible. There’s no [need for] rendering. You can live tune, tweak, move and manipulate graphics any way you want.” The latest technology, Allen and the team continue to explore new ways to take advantage of the workstation’s capabilities. This opens up enormous creative opportunities even though, as Allen puts it in characteristic understatement, “it [real-time creativity] does hit your computer CPU a lot harder so both the CPU and GPUs need to be on point.” The Dell workstation with AMD Radeon PRO graphics is equal to such tasks, and quickly handles combined CPU- and GPU-intensive workloads.

Peace of mind through Dell Service and Support

As Director of Technology at Falcon’s Creative Group, Saham Ali is continuously involved in choosing and managing technology purchases. “We reevaluate every generation or two on what artists and creative really need and then, obviously, our software selection choice,” says Ali. “What we’re using really also kind of drives hardware needs, but once that practice has been taken care of, then it’s just a matter of identifying the right vendor.



I’ve had a long history with Dell in years past and previous lives. And the support’s always been great. It’s usually a solid product. And it’s great that you can just say, ‘Hey, I need 30 of these,’ or, ‘I need 10 of these,’ and it just comes to you.” In fact, Dell’s 3-year on-site service and support warranty means that companies can get service and support in timely fashion. And, as Ali observes, Dell’s configure-to-order means that he can easily specify exactly what his content creators need and be confident that they will receive a machine that lets them get to work right away.

Pushing creative limits with the speed of AMD Radeon PRO

When all is said and done, what makes the Dell Precision 5820 Tower with Radeon PRO graphics worth it is its ability to expedite the Falcon’s Creative Group’s never-ending and demanding workflow. For Allen, the Precision workstation with Radeon PRO W5700 helped him tackle more work and gave him the confidence to work one-on-one with clients in real time. For his motion graphics customer, Allen found the workstation was able to zip through what used to be a daunting and day-long task in under 20

minutes. For his other customers, that same workstation is enabling him to re-evaluate how he works and the kinds of creative limits he can push because it can get so much done so quickly.

When asked if the Precision workstation equipped with Radeon PRO graphics would be a suitable platform for graphics professional seeking work in graphics creation, Ali responds, “This is a pre-built configuration that they can just order, and it’s there in a day or two...this platform just works. It’s true they may not need 128 GB of RAM. That’s fine, but a small video game studio or media studio might get by with less. A machine like the 5820 could make a big difference for them.”

Furthermore, Ali sees his job as to provide his creative team with the tools they need. “My whole goal is to empower the artists not to be hampered by the compute power available to them,” says Ali. “I just need them to stay creative and stay productive. And as long as they can do that, and not complain about what’s on the floor, then it’s success.” So far, the Dell workstation with Radeon PRO graphics has generated nothing but compliments, to be sure.



About Falcon’s Creative Group

Falcon’s Creative Group is based in Orlando, Florida. It is an established experience design and visual media company with deep roots in the entertainment industry, digital content creation, interactive gaming and theme park design and implementation. The organization describes itself as “... a company of artists, designers, writers, producers, animators, coders and filmmakers eager to help you experience your imagination.” To learn more about Falcon’s Creative Group, visit falconscreativegroup.com.

About Dell

[Dell Technologies](http://DellTechnologies) (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live, and play. The company provides customers with the industry’s broadest and most innovative technology and services portfolio for the data era.

About AMD

For over 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies—the building blocks for gaming, immersive platforms, and the data center. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit amd.com/RadeonPRO.

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