

Fiveten Giant speeds creative production with Dell and AMD

Detailed, demanding 3D work completed 50% faster using Dell Precision workstation with AMD Radeon™ Pro graphics



CUSTOMER



CUSTOMER

Fiveten Giant

INDUSTRY

Media & Entertainment

CHALLENGES

Enable faster iteration of 3D work to provide customers with highest-quality output on quick-turn productions

SOLUTION

Deploy Dell Precision 3630 Tower with AMD Radeon™ Pro graphics

RESULTS

Dell Precision workstation with AMD Radeon Pro graphics ran simulations 50% faster compared to a previous machine, enabling twice as much work to get done in the same amount of time

AMD TECHNOLOGY AT A GLANCE

AMD Radeon Pro W5700 8GB GPU

SOFTWARE APPLICATIONS

Adobe® Creative Cloud®
HDR Light Studio™
Maxon Cinema 4D™
X-Particles™

TECHNOLOGY PARTNER

DELLTechnologies

Fiveten Giant creates high-end 2D and 3D product animations and imagery to help companies promote, explain and advertise their products and services. Based in the U.S. state of Indiana, the company specializes in high-quality 3D content, interactive simulations, and VR/AR services.

Fiveten Giant projects routinely draw on owner and founder Chris Priddy's extensive network of freelance experts and artists, who collaborate closely on cutting edge animations, virtual reality models, and interactive simulations. These often involve illustration or modeling scenarios not reproducible except through animation, such as 3D cutaways to show product interiors, exploding models, or photorealistic images of products not yet built.

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Chris Priddy, Owner and Founder, Fiveten Giant

Impressive speed from a graphics workstation

Dell Technologies and AMD teamed up to give Fiveten Giant founder and CEO Chris Priddy a complimentary Dell Precision 3630 Tower. Equipped with an AMD Radeon™ Pro W5700 8GB GPU, 64 GB DDR4 2666 MHz RAM, and a 1TB NVMe® Class 40 SSD, this machine comes ready to tackle demanding, math-intensive graphic jobs. Even so, because Priddy has been building his own graphics PCs for nearly two decades, it would take hands-on experience to convince him of its capabilities. "I use it a lot more because the way it chews through anything that's going to use GPU calculations," says Priddy.

Specialized workloads gain big boost from professional-grade graphics

Though Priddy's primary graphics skills are in photorealistic rendering and 3D modeling, his projects usually require him to create extensive simulations, to deal with detailed

CAD models, and other set-up work before rendering gets underway. This turns out to be one area of Fiveten Giant's workflow where the Dell Precision workstation really excelled.

Priddy noted numerous math-intensive tasks where the gaming-oriented GPUs in his other PC could not keep up with the AMD Radeon Pro GPU in the Dell Precision workstation. These include CAD conversions, as well as smoke and particle simulations. In prepping a 3D model of a pre-release laptop computer, for example, Priddy had to complete CAD conversions so he could then render 3D animations for the PC. Priddy observes that

"A 20-minute job on my other PC finished in 7 minutes on the Dell workstation with AMD graphics. When many iterations are needed, it really speeds completion time." He explains further that each

minor tweak or shading change could require another CAD conversion, and that he might go through half-a-dozen or more before things are "just right." The overall savings for Priddy's six iterations on this job was about 78 minutes, which adds considerably to his productivity and the value of his time. He continues, "Anything you can do to speed up the process means you're getting paid more for your time."

Other areas where the workstation proved quite capable included 3D modeling, plus smoke and particle simulations. Working with one of his new customers, Fiveten Giant recently completed a complex, molecular-level biotech simulation that showed how the company's mold suppression and control technologies compare to competitor's techniques. "The customer wanted smoke simulations to show how fumes surround and interact with botanicals, including a microscopic view at the cellular level," says Priddy.

"The workstation cached the same simulations 50% faster than my other machine, providing me the ability to complete twice the work in the same amount of time." Ditto for particle simulations, which make for equally demanding and math-intensive workloads where the AMD Radeon™ PRO GPU really excelled.

For Fiveten Giant, the workstation provided useful, productivity-enhancing capabilities. Priddy explains that "The Dell Precision workstation was eye-opening. It definitely impressed me with its CAD conversion and simulation capabilities, thanks especially to what the AMD Radeon Pro GPU did for me. Now, I can't imagine doing without it."

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Service and support that delivers peace of mind

While Priddy likes digging into PC hardware, and technology details at the bits and bytes level, he observes that "most artists don't want to think about technology, they just want to create art." He goes on to say that even he wants to "avoid lengthy troubleshooting sessions and wasted time" dealing with PC problems. "Most artists," he continues, "don't plan for reliability, so having something go wrong upsets their plans and schedules. People don't understand the importance of reliability and quick service until they get sidelined by system issues." He strongly agrees that Dell's 3-year on-site service and support warranty is something that artists should be quick to appreciate, because of the "minimal business interruption" that the service and support coverage provides him.

AMD Radeon Pro makes all the difference

At the end of the day, what justifies a Dell Precision 3630 Tower with AMD Radeon Pro graphics is its ability to speed up Fiveten Giant's graphics workflow. For Priddy, the workstation with

AMD Radeon Pro W5700 graphics helped Fiveten Giant meet quick-turn schedules on important graphics projects. Priddy observes that the Dell Precision workstation lets him interact and communicate more effectively with his clients, showing them frequent proofs to guide design and rendering choices and options. "You can't over-communicate with your customers," says Priddy. "The more you can show them, the better they'll understand what technology can and can't do for them. For fixed-price projects, it's essential not to go down blind alleys or chase unwanted designs." Priddy says the ability to examine models in near-real time on the workstation proved lifesaving on these projects, because it let him explore more options and refine his models and designs more quickly and effectively. "I can open a viewport on the machine," he enthuses, "and get immediate feedback on the impacts of tweaks and changes, without having to wait for a render job to complete. That's pure gold for my business." He also describes a similar recent experience in building a virtual AR model for a trade show booth, where he used the machine to handle and explore an interactive 3D booth model to replace the real thing "because people don't travel much nowadays."

Asked if the Dell Precision 3630 Tower and its AMD Radeon Pro GPU would be a good machine for those looking to break into graphics creation, Priddy responds "It's a great set-up for graphics professionals, especially those just starting out, because of its power and capability, but also because of its reliability and support." He explains further that the "unit lets graphics artists focus on work without stressing over their tools." He understands full well that the real graphics horsepower in this unit comes from its AMD Radeon Pro W5700 graphics card, which provides extra capability to handle CAD conversions, simulations, and more.



About Fiveten Giant

Fiveten Giant is based near Louisville, Kentucky. Owner, founder and CEO Chris Priddy parlayed his Army service into a college degree in computer science. After working for an engineering/education firm, he went into full-time freelance as a 3D generalist. Priddy has worked extensively with German company Maxon, and is regarded an expert on its Cinema 4D platform. He's also active on many 3D graphics forums, websites, and social media. Fiveten Giant specializes in high-quality 3D models, interactive simulations, and VR/AR services, all focused on product explainers, walkthroughs, animations and demonstrations. For more information, visit fivetengiant.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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