

Award-winning Hollywood studio unleashes its creative potential with advanced technology and AI

How advanced technology elevates a Hollywood studio's storytelling to award-winning levels.



Challenge

For industries involved in creative media production, such as gaming and entertainment, the demand for ever more powerful digital technology seems insatiable. Producers seek to push the boundaries of what's possible in storytelling and the user experience.

At the same time, innovations such as artificial intelligence (AI), real-time rendering and virtual production drive the need for enhanced on-set compute capabilities. And greater adoption of visual effects (VFX) simulation tools and advanced look development tools requires greater multithreaded processing capabilities.

The team at MakeMake Entertainment (Santa Monica, CA) — a collective of world-class talent generating unique content across diverse media in the Hollywood industry — faces these challenges every day. By staying ahead of the technology curve, the studio has won many industry awards with its creative storytelling.

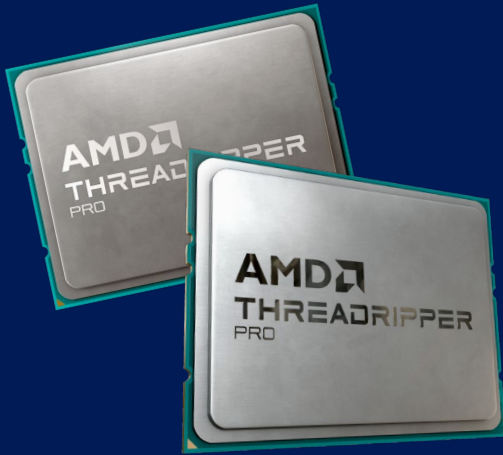
To continue to lead in the industry, MakeMake is continually adopting increasingly sophisticated technical capabilities, like those provided by the [AMD Ryzen™ Threadripper™ PRO processor](#) inside a Dell Precision 7875 workstation.

“For all our projects, the biggest hurdle is time. As the industry has matured, timelines have gotten shorter while creative tasks have gotten greater. Powerful, advanced technology is essential to managing complex workflows that can handle everything from rendering complex, groundbreaking visual effects to processing AI-assisted creative tools.”

Kirk Shintani | Creative Director, MakeMake Entertainment

AMD Ryzen™ Threadripper™ PRO 7000 WX-Series CPU Benefits

- More creative iterations
- Enhanced multitasking
- Full spectrum performance
- Leading CPU core counts
- Unmatched expandability for AI training and GPU compute
- Equipped with robust manageability tools and complete security features



Solution

Today, MakeMake artists can push their imaginative horizons further than ever, assisted by their Dell Precision 7875 workstations equipped with AMD Ryzen™ Threadripper™ PRO processors. In fact, the workstations offer a full range of core counts — from 12 to 96, with as many as 192 processing threads — so the studio can address just about every artistic requirement.

In addition, the Dell Precision 7875 workstations can support up to two full-height double-wide professional graphics cards. These cards can enable more productivity via additional rendering screens while providing additional compute power for heavy workloads like machine learning and deep learning.

“The Dell Precision workstations deliver unparalleled multitasking capabilities, allowing teams to run multiple applications — like Maya, Houdini, Nuke and Flame — without a hitch,” says Sean Farrell, lead technical developer at MakeMake Entertainment. “All with significant time savings too. For example, we can now conduct a test scene much faster — by an order of magnitude or more.”

The combination of precision engineering from Dell Technologies and computational power from AMD has sharpened MakeMake’s competitive edge in consistently crafting seamless, high-quality productions. The solution has enabled the studio to energize its creative process and workflows more than ever with exceptional performance, scalability and reliability — easing the tasks of creating breathtaking graphics and complex VFX.

“With Dell Precision workstations and AMD Ryzen™ Threadripper™ PRO processors, we can iterate at unprecedented speeds, exploring creative possibilities in collaborative ways that were unimaginable before,” Farrell says. “This synergy empowers our people to elevate their work to new levels and deliver unmatched results.”

By integrating these advanced tools into its workflows, MakeMake’s team has streamlined processes across all stages of production. From rapid rendering of high-definition visuals to seamless teamwork between remote and on-site teams, the duo of Dell Technologies and AMD technologies serves as a wellspring for inspiration and the foundation for MakeMake’s realization.

Outcomes



Accelerated project timelines by enabling faster rendering and iteration, saving up to 27 minutes for every hour of productivity when compared to the competition SPP-19.



Enhanced collaboration across remote and on-site teams with stable, high-performance systems.



Reduced production bottlenecks with powerful workstations for multitasking.



Elevated creative outputs with advanced hardware integration.



Future-ready workflows to support fast-growing creative demands.



[Learn More About
the Dell Precision
7875 Workstation.](#)