



Ozone Story Tech delivers real-time storytelling with AMD

AMD Ryzen™ Threadripper™ PRO and Radeon™ PRO processors are helping Ozone Story Tech create a solution for real-time and interactive storytelling



PARTNER

OZONE STORY TECH

INDUSTRY

Solutions for Real-time Character Creation

CHALLENGES

Improve hardware performance to keep up with their real-time technology in character creation solution

SOLUTION

Switch to an AMD CPU and GPU hardware to provide multiple cores and large VRAM

RESULTS

Streamlined the development of the Ozone Story Tech character creation solution and accelerated their product of animation short, "Like!"

AMD TECHNOLOGY AT A GLANCE

AMD Ryzen™ Threadripper™ PRO

AMD Radeon™ PRO

CHECK OUT THEIR WEBSITE

www.ozone3d.com

www.kitestringonline.com

Ozone Story Tech is a pioneering solutions company with decades of visual arts, visual effects, and animation expertise. Their goal is to revolutionize character development and content creation by leveraging real-time technology. Ozone Story Tech software enables artists and creators to think about characters differently and unleash their creative potential. To showcase these innovative capabilities, they created Kitestring Studios to bring the animated short film "Like!" about a young teen who gets lost in social media as she learns the only "like" she needs is the one she gives herself.

Pioneering Real-Time Storytelling

In the ever-evolving world of production, artists and creators face numerous challenges regarding character development. The reliance on traditional tools and techniques limits their ability to create unique and captivating characters that push the boundaries of storytelling. The lack of real-time capabilities hinders the interactive and immersive experience that consumers desire. Kitestring recognized these pain points and aimed to empower artists with tools that bridge the gap between traditional animation and real-time storytelling.



Watch

Rich Hurrey talk about Ozone Story Tech and AMD technologies



Delivering an Immersive Experience for Everyone

To address artists' challenges, Kitestring embarked on a mission to create Ozone—an innovative software solution

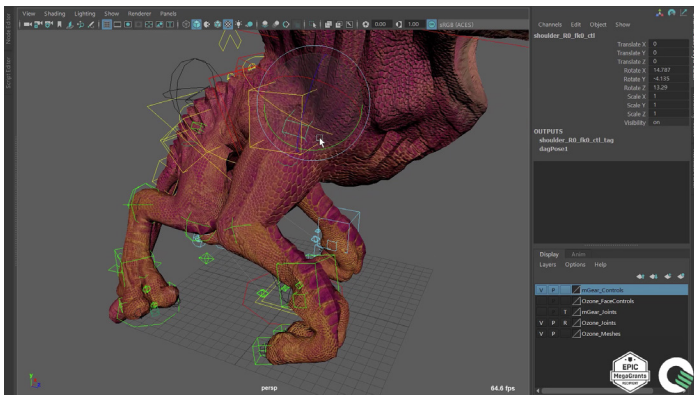
transforming character development. They sought to deliver real-time animation and interactive experiences while retaining the quality and fidelity of feature films. To achieve this ambitious goal, Kitestring turned to AMD Ryzen™ Threadripper™ PRO 5995X, a powerful CPU, and AMD Radeon™ PRO W7900, a cutting-edge GPU.

"The increased memory that the new AMD RDNA™ 3 GPUs offer allows us to have multiple instances of Maya, Modo, and Unreal Engine open at the same time."

All of this means that production work gets done faster and in real time. It's absolutely mind-blowing what these cards have allowed us to do!"

Rich Hurrey,
Co-Founder,
Ozone Story Tech





How AMD is Accelerating their Vision

AMD Ryzen™ Threadripper™ PRO 5995WX CPU proved to be a game-changer for Kitestring. With an impressive 64 cores, it unlocked unparalleled performance and allowed the software to handle complex tasks effortlessly. Artists could now push the boundaries of creativity without being limited by processing power. For Kitestring, the multi-threading capability enabled the fastest characters, making the creative process more efficient and enjoyable.

The AMD Radeon™ PRO W7900 GPU brought Kitestring's vision to life by providing higher memory (48GB) and the ability to have multiple instances of their Unreal® Engine project files running simultaneously. With this powerful GPU, Kitestring seamlessly switched between different environments, tested various scenes, and explored numerous characters in real-time. The smooth running of applications and the ability to handle multiple instances ensured an immersive experience for content creators and consumers.



Bringing Characters to Life

By leveraging the power of the AMD Ryzen Threadripper PRO CPU and Radeon PRO GPU, Ozone accomplished what was once thought impossible by unlocking multiple film-quality characters with various levels of Subdivision Surfaces and final frame lighting, all within the inside of Unreal Engine at real-time frame rates. Artists are now free to imagine and bring to life any character envisioned, whether a talking garbage can, a flying carpet, or a twelve-legged beast.

Ozone's broad set of deformation tools, layered together to create an additive result, gave artists complete control over shaping characters. The AMD hardware and Ozone technology combination enabled Kitestring to bring feature film-quality characters into the interactive space, running in real-time. This breakthrough meant that consumers could now experience the subtlety, action, and captivating storytelling experiences previously exclusive to movies but on their computers.

Ozone Story Tech + AMD

Thanks to the power and performance provided by the AMD Ryzen™ Threadripper™ PRO 5995WX and Radeon™ PRO W7900 processors, Kitestring has redefined character development and content creation possibilities. With Ozone, artists can unleash their creativity and bring to life characters that captivate audiences in new immersive ways. The real-time capabilities and seamless interactivity have set a new standard for storytelling, where consumers can actively participate and shape the outcome of their favorite narratives.

Kitestring's partnership with AMD has empowered artists to push the boundaries of their craft, offering a future where real-time storytelling comes with zero compromises. By leveraging the unmatched capabilities of AMD Ryzen™ Threadripper™ PRO and Radeon™ PRO processors, Kitestring is at the forefront of revolutionizing how characters are made and how content is created, ultimately reshaping the production world for the better.

Like! (The Animated Short)

When a young teen gets lost in social media, she learns the only "like" she needs is the one she gives herself



 Watch the Trailer

Coming late 2023

About Ozone Story Tech

Ozone Story Tech's mission is to revolutionize digital character creation, empowering artists of all experience levels with unparalleled access to top-tier tools for crafting exceptional characters. Our cutting-edge rigging tools cater to creators seeking to seamlessly transition feature film characters into real-time environments. Embracing a rigging philosophy, tool design, and deformation algorithms that foster captivating, expressive, and diverse characters, Ozone Story Tech brings the enchantment of the silver screen to any setting. For more information about Ozone Story Tech, visit ozone3d.com

About AMD

For 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

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