



## sync.dev upgrades to AMD Ryzen™ Threadripper™ PRO 3000 Series processors to take video editing to new heights

Optimizing real-time CG production in a high-performance environment



### PARTNER



### INDUSTRY

R&D of video editing and video effects for TV commercials and TV programs

### CHALLENGES

Responding to the industry's constant demand for high-spec video and improving the work environment in R&D, where trial and error is essential.

### SOLUTION

Upgrading from AMD Ryzen™ Threadripper™ 2000 Series processors to AMD Ryzen™ Threadripper™ PRO 3000 Series processors.

### RESULTS

Video processing speed has greatly increased, which means more time for editing, thus enhancing video quality. In addition, project quality has greatly improved as R&D can now be repeated through trial and error.

### AMD TECHNOLOGY AT A GLANCE

AMD Ryzen™ Threadripper™ 2990WX CPU  
AMD Ryzen™ Threadripper™ PRO 3995WX CPU

**sync.dev, founded by Mr. Taichi Okada, is a company specializing in video editing of TV commercials for global companies.**

Located in Minami-Azabu, Tokyo, sync.dev is well known for developing high-profile videos within the Japanese market. The company president, Mr. Taichi Okada, established STUD in 2012 after working as a technical director/film editor and CGI generalist. In 2019, he launched the R&D team, sync.dev, which focuses on virtual production and R&D services.

To create top quality imagery, sync.dev uses in-camera VFX. This is a mechanism of virtual production where video processing occurs in real time while shooting live action against a background of LED walls that project 3DCG images.

"In-camera VFX is used for live streaming of movies, TV dramas, and sporting events, and it became a hot topic when it was used in a spin-out drama of a world-famous movie set in space," said Mr. Okada. In-camera VFX is gaining more attention as demand for better quality video resolution grows in the worldwide market.

Mr. Okada also said, "In-camera VFX requires a best-in-class performance

system since real-time video processing is done while shooting live action. To achieve real-time performance during shooting, the PC used for the work needs to have ultra-high-end specifications. The 3DCG images we produce require the most realistic quality, and since

sync.dev is working on virtual production as R&D, we do not want to forfeit the expression methods and content we want to achieve due to insufficient PC specifications."

Because of this belief, Mr. Okada was looking for a super-fast spec machine

equipped with best-in-class CPU, memory, PCIe®, and SSD components providing an exceptional cost-performance ratio.

**Video processing time was significantly reduced with the AMD Ryzen™ Threadripper™ PRO 3995WX CPU.**

To edit and produce top quality videos, sync.dev used AMD Ryzen™ Threadripper™ 2990WX CPUs and recently upgraded to the AMD Ryzen™ Threadripper™ PRO 3995WX CPUs. "I like the fact that I can build it myself, and the performance of the AMD Ryzen™ Threadripper™ PRO 3995WX CPU is overwhelmingly better than other products in the same product category, including the number of cores and PCIe® lanes," said Mr. Okada.

*"Upgrading to AMD Ryzen™ Threadripper™ PRO 3000 Series processors empowers us with faster rendering speeds, which allows our team for more trial and error to improve the quality of our projects."*

*Mr. Taichi Okada,  
President, sync.dev*

"When using cutting-edge methods such as virtual production, until now there were only a limited number of products with Intel® Xeon® processors to choose from," continued Mr. Okada. "sync.dev compared the AMD Ryzen™ Threadripper™ PRO 3995WX CPU to Xeon W-3375 and realized that it can get a greater number of cores, PCIe® lanes, and other performance features for less than half the price of Intel. With AMD Ryzen™ Threadripper™ PRO 3995WX processor, and with just one CPU socket, we can reduce the risk of problems compared to using two."

The reason for the upgrade was the need for a better performance editing environment and the choice of the latest product as a regular upgrade. Mr. Okada says that this has had a significant impact on his editing work.

Mr. Okada continued saying, "Compared to the AMD Ryzen™ Threadripper™ 2990WX CPU, the AMD Ryzen™ Threadripper™ PRO 3995WX CPU doubles the number of cores, which increases the offline rendering speed of V-Ray and Blender by 2x. In addition, the system is stable even when multiple software is running at the same time, including game engines such as Unity and Unreal Engine.

*"The performance of the AMD Ryzen™ Threadripper™ PRO 3995WX CPU is overwhelmingly better than other products ... we achieved a 50% reduction in work time!"*

*Mr. Taichi Okada,  
President, sync.dev*

Furthermore, the number of PCIe® lanes has also increased, allowing us to flexibly add-on cards without worrying about limitations."

Moreover, the AMD Ryzen™ Threadripper™ 2000 Series processors offer only half of the X16 lanes of RAID cards, whereas the AMD Ryzen™ Threadripper™ 3000 Series processors fully utilize X16 lanes without limitation. This increases the data transfer speed of storage, and the network interface card can transfer data to other machines at a speed exceeding 10G, leading to a 50% reduction in work time. As a result, the processing speed of video editing has become faster, which has led to various benefits such as an increase in the number of trial-and-error processes in R&D and improved project quality.

Finally, Mr. Okada asserts, "It is important to have leading platform specifications as well as CPUs." With the introduction of high-performance products, the editing environment has become even more sophisticated, and sync.dev is sure to produce even more amazing videos in the future thanks to the AMD Ryzen™ Threadripper™ PRO 3995WX CPU.



### About sync.dev

Established by Mr. Taichi Okada in 2012 in Minato Ward, Tokyo, Japan, sync.dev is a post-production company whose main business is offline and online editing of commercials. sync.dev is equipped with Adobe CC, DaVinci Resolve, Autodesk Flame, and others. In 2019, Mr. Okada established the sync.dev R&D team as part of the branding of its R&D activities. Since then, he has been focusing not only on video production, but also on virtual production-related construction and R&D, mainly for real-time CG projects using Unity/UE4.

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### About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics and visualization technologies. Billions of people, leading Fortune 500 businesses and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](#), [blog](#), [LinkedIn](#) and [X](#) pages.

[AMD Ryzen™ Threadripper™ PRO CPU](#)

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Max boost for AMD Ryzen and Athlon processors is the maximum frequency achievable by a single core on the processor running a burst single-threaded workload. Max boost will vary based on several factors, including, but not limited to; thermal paste; system cooling; motherboard design and BIOS; the latest AMD chipset driver; and the latest OS updates. GD-150.

All performance and cost savings claims are provided by sync.dev and have not been independently verified by AMD. Performance and cost benefits are impacted by a variety of variables. Results herein are specific to sync.dev and may not be typical. GD-181