

HP: Innovation behind Imagination

Hewlett-Packard Company—with *Computer Graphics World's* special 3D, *Avatar*, and Oscar issue—celebrates the digital content creation and entertainment industry and its continued innovation, including 3D stereoscopic filmmaking.

Virtually all the latest eye-popping, heart-racing, and awe-inspiring films were made possible through a combination of creative imagination and technological innovation.

James Cameron, popular film director, producer, and screenwriter, revealed that he envisioned *Avatar* more than a decade ago. With a 3D science-fiction epic flush with unique and colorful landscapes, creatures, plants, and characters, he sought to push the boundaries of what is possible with CG. The technology necessary to achieve his vision was unavailable at the time, and the story was shelved. Only now, more than 10 years after it was originally conceived, could his cinematic vision be realized with the help of the latest software and hardware advancements, including HP workstations.

HP has shown its commitment to the industry and to innovation. For more than a decade, HP has been working hand in hand with some of the greatest minds and top firms in Hollywood and beyond to deliver cutting-edge technologies for the media and entertainment industries.

When DreamWorks Animation and other production studios sought high-performance technology to help increase productivity and push creativity, they turned to HP. HP has optimized its solutions for operational excellence in the entertainment industry, providing an answer to what artists desire and require in their creative environments.

Today, HP workstations are being used by the world's most demanding production studios—including DreamWorks Animation, The Walt Disney Studios and ImageMovers Digital, Weta Digital, LucasArts, Animal Logic, and others. And they are not just using the workstations; they are helping to drive future requirements for products to serve their industry.

"New 3D capabilities are helping the director, writer, or producer immerse us in unique new worlds. You soon forget you are wearing 3D glasses: you are immersed in the environment and captivated by it. Our HP Z workstations are providing the performance and reliability to enable their creativity."

*Jeff Wood, Director
Worldwide Workstation Marketing
HP*



HP HELPS ENTERTAINMENT INDUSTRY ARTISTS ACHIEVE



Through participation in HP Advisory Councils, their feedback goes straight into HP's R&D organizations. HP's latest workstations, the HP Z Series—a reinvention of the workstation from the core outward that offers unprecedented performance, value, and serviceability in a sleek new design—incorporate much of the input provided by this industry.

"HP is driving a high level of customer intimacy and understanding of customer requirements. Digital content creators are relying on us to deliver a high-quality, high-performance, high-reliability solution," says Jeff Wood, Director, Worldwide Workstation Marketing, HP. "We reshape our products to solve their problems."

The HP Z800, HP Z600, and HP Z400 Workstations are the culmination of more than 20 HP design innovations—including a self-checking power supply and removable hard drives—marking the first HP workstations to be fully serviceable with only one's fingers. Absolutely no tools required!

Artists can further benefit from HP's unique DreamColor Professional Display, the world's only color-critical LCD based on HP DreamColor Engine technology. HP's DreamColor display coupled with the first full 30-bit infrastructure on the desktop not only ensures color accuracy throughout the workflow, but also enables artists to mimic precisely what moviegoers will see in the theater.

One of the next hottest trends in production, HP SkyRoom delivers instant, high-definition videoconferencing with high-fidelity audio and high-resolution application sharing to enable entertainment industry pros to take their creations to new places without having to leave their workspace. Production studios often need to collaborate with remote offices, and HP SkyRoom brings real-time, face-to-face collaboration to the desktop, enabling colleagues to gain instant feedback and insights without time- and budget-consuming travel.

With the help of the media and entertainment markets, HP has outdone its competition and achieved the Number 1* position in the worldwide workstation market. Chances are, when you see a production studio pushing the boundaries of imagination and innovation, HP workstations are hard at work in the background, helping artists deliver on time, on budget, and beyond the boundaries of what was previously possible.

HP provides the tools to achieve what creative imaginations can dream up.

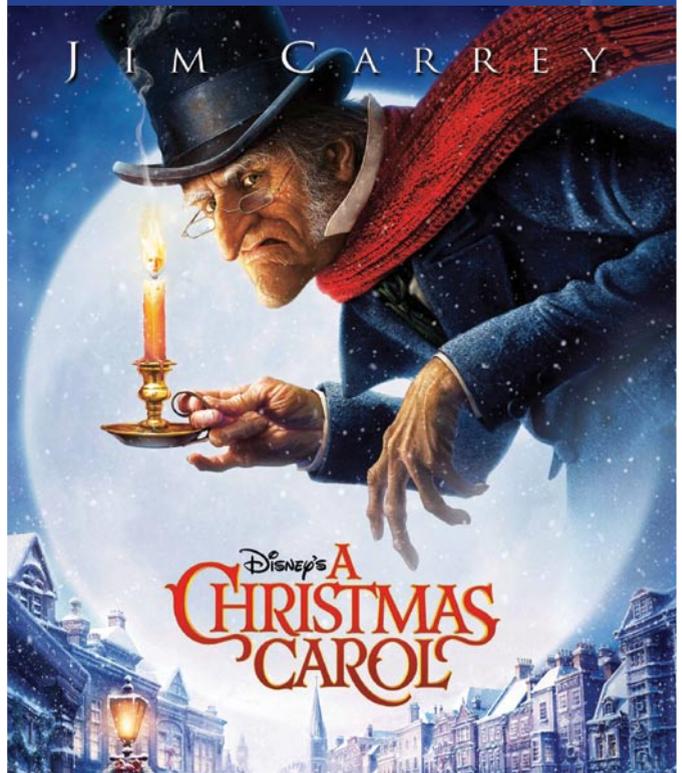
Visit HP workstations online at www.hp.com/zworkstations



How To Train Your Dragon TM & © 2010 DreamWorks Animation LLC.

"DreamWorks Animation is really about telling great stories, in visually extraordinary ways. If you were to pull back the curtain and see everything that happens behind the scenes, what you'd see is HP plays a key role in how we make these films, providing the technical infrastructure that makes the impossible possible."

Derek Chan, Head of Digital Operations, DreamWorks Animation



"We had to introduce staggering amounts of computing power to meet Bob Zemeckis' vision. This had to be done quickly—from workstations to compute farm—across a highly connected, distributed studio in both Northern and Southern California. HP understood this and worked closely with us to meet these needs."

Phil Peterson, Chief Technology Officer, ImageMovers Digital

WHAT THEY CREATIVELY IMAGINE.

* Industry research firm IDC (www.idc.com) reported in its "Worldwide Workstation Tracker, November 2009" that HP led the desktop workstation category (including workstation desktops, blades, and racks) in market share in CYQ3 2009.