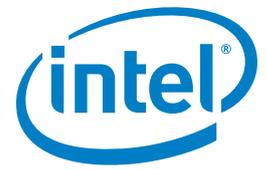


## CASE STUDY

Intel® Xeon® processor 5600 series

Data-intensive computing



# 3-D reality

## French company turns to Intel® Xeon® processor 5600 series to keep pace with client requests

Art & Fact is a small French company that produces 3-D video content for its clients, which include pharmaceutical giants such as Merck and Boehringer Ingelheim. Used for seminars and other internal events and the Internet, these videos could take considerable time for Art & Fact to produce. For example, it might take three to four days for one two-to-three-minute video. The company wanted to increase this speed and turned to Intel® Xeon® processor 5600 series for extra processing muscle.



"This Intel Xeon processor provides us with a robust foundation from which to strengthen client relationships and grow our business."

Guillaume Philippon,  
Production Manager, Art & Fact

### CHALLENGES

- **Fast forward:** Art & Fact needed to increase the speed in which it rendered 3-D video content for its clients
- **Keep in step:** It also needed to increase its capacity for producing 3-D videos to keep in step with clients' changing communication strategies, which are shifting toward putting content on the Internet

### TESTED SOLUTION

- **Processing muscle:** Art & Fact evaluated the processing power of the Intel® Xeon® processor 5600 series, comparing it to the Mac Pro\* computer it was using to render 3-D content
- **Cloud potential:** The company assessed whether it could launch a cloud service using the Intel Xeon processor 5600 series processing platform

### IMPACT

- **Twice as fast:** 3-D rendering speed using three Intel white-box servers powered by Intel Xeon processor 5600 series reduced the time to create content for a three-minute video from 56 hours to approximately 27 hours
- **Overnight goals:** Art & Fact estimated that with a seven-server system, 3-D rendering could take place overnight rather than the typical three to four days
- **Flying high:** Art & Fact plans to introduce seven to eight server systems to provide cloud services so freelance staff can access and work on 3-D content rendering, dovetailing Art & Fact's capacity with clients' needs

### Action

Art & Fact has several blue-chip pharmaceutical company clients including Merck and Boehringer Ingelheim. These companies, like other large enterprises, are reorientating their communication channels to take advantage of the Internet and other new media.

Reflecting this new communication dynamic, Art & Fact produces 3-D video for these clients to use either internally or on the Internet. For example, some 3-D content is used for internal seminars and other for Internet-based education (e.g., videos aimed at medical professionals that reveal the causes and progression of headaches).

The problem for Art & Fact was keeping up with, and staying ahead, of client demand. The company used a Mac Pro to create 3-D content for a typical two-to-three-minute video. It uses 3DS\*Max\* modeling, animation, and rendering software to create the animation, which can be achieved in a relatively short time. However, the 3-D rendering, using the Mac Pro typically takes three to four days for a two-to-three-minute video.



## Developing a cloud to support growth

### In the cutting room

An editing process is then required to respond to customer requests for changes. This added further time, typically another two to three days, before the video was completed. For example, calculating the 3-D rendering for 10 seconds of video would take approximately 10 hours. However, the editing process could easily go on for longer, resulting in a lead time of two to three weeks before a video was completed.

Following up on an earlier contact with Intel at a computer tradeshow, Art & Fact asked whether Intel had any technologies that could help it significantly increase its 3-D rendering speeds. Intel provided the company with three dual-socket, white box servers powered by the Intel Xeon processor 5600 series.

The company then ran the 3DS Max software in 3-D rendering mode, Adobe After Effects\* and Apple Final Cut Studio\* comparing performance to the Mac Pro. 3-D rendering speed was reduced to just under half using the white-box servers powered by Intel Xeon processor 5600 series (i.e., 27 hours compared to 56 hours on the Mac Pro).

### A blockbusting sequel

By using one more dual-box server the company calculated that it could reduce the 3-D rendering time to approximately 10 hours for a two-to-three-minute video. Essentially, this meant that 3-D rendering time could be done overnight, enabling the company to create approximately four videos in one week.

This would enable Art & Fact to meet its pharmaceutical customers' increasing requirements for 3-D content, supporting their communication strategy shift towards the Internet. Clearly, it would also strengthen relationships with its customers, helping Art & Fact galvanise and grow its 3-D content creation business.

Instead of using a four-server implementation, Art & Fact now plans to implement a total of seven to eight Intel servers powered by Intel Xeon processor 5600 series. The first phase will include three white-box servers.

The reason for the added servers is to create a cloud service around the Intel Xeon processor 5600 series servers. This will allow greater freedom in accessing the 3DS Max software, especially access for freelance animators and freelance 3-D workers.

### Spotlight on Art & Fact

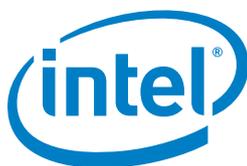
Art & Fact is a small, specialised French video company based in Paris. Its expertise lies in producing 3-D content for its clients, some of which are blue-chip pharmaceutical companies. Its business is built upon the movement towards Internet-based communications across a range of industries and it specialises in producing two-to-three-minute videos used by clients to communicate to different audiences, ranging from consumers to targeted professionals.

### The final cut

Guillaume Philippon, Production Manager, Art & Facts, said: "We aim to develop a centralised storage facility and begin creating high-definition 3-D content. We will begin using freelancers to help us with this. By creating a cloud-based service, based on an Intel Xeon processor 5600 series platform, we can develop our offering even further."

The full roll-out is expected to be completed by the autumn of 2010, enabling the company to not only meet its immediate needs by significantly reducing the 3-D rendering speed for its 3-D content creation but also to provide a robust platform for future growth in a burgeoning marketplace.

Find a solution that is right for your organisation. Contact your Intel representative or visit the Reference Room at [www.intel.com/references](http://www.intel.com/references)



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