

HP recommends Windows.

HP in Media & Entertainment



HP recommends Windows.

Video and film

Key applications

Creating award-winning film and video projects requires the perfect combination of talent, technology like the HP Z Workstations, and software that can go the distance in high-pressure situations, including:

- Adobe Creative Suite Production Premium, Premiere Pro, After Effects
- Avid Media Composer, Symphony, DS, NewsCutter
- Autodesk Flame, Maya, 3ds Max
- Grass Valley Edius
- Sony Vegas
- Matrox
- AJA
- Blackmagic Design
- Assimilate Scratch

Increase your creative productivity with HP Workstations.

In the deadline-driven media and entertainment industry, you need reliable, high-performance workstations that help you work faster and spend less time waiting for things to happen. That's what you'll find in the broad portfolio of HP Workstations. In desktop and mobile systems, HP Workstations help you boost productivity with multi-core processors, large memory capacities, leading-edge graphics, and unique technologies built for the media and entertainment industries—such as HP DreamColor technology, which helps you maintain consistent color across your digital workflows. That's just one of many reflections of HP's deep commitment to serve the needs of media and entertainment industry pros.

Bandito Brothers—Act of Valor

In 2012, the filmmakers at Bandito Brothers created an unprecedented look inside the lives of U.S. Navy Seals with their theatrical feature film, "Act of Valor," and HP Z800 Workstations and HP DreamColor Displays were at the heart of the production. "We're a high-octane house and we do things that are very action-oriented," says Scott Waugh, Founder, Editor, and Director at Bandito Brothers.

Waugh loved the power of the HP Z800 that enabled them to "bounce files all over the place" between the crews, and eliminated worries about waiting for film to render or systems to crash. "Waiting hinders creativity," he says. "The HP Z Workstations are so stable and so fast. [With] all the programs and the power we have, you can make [a movie] all under one roof, and that's exciting."

Jacob Rosenberg, CTO and Partner at the company, offers that the "smokin'" HP Z800 systems with their Intel multi-core processors allowed them to import over 1,000 hours of film in a variety of formats. "We're technologists, we're filmmakers, and we're professional athletes [and] we want every image to be beautiful," he says. The HP Z800 delivered that with a workstation he could run a feature film through.

Shane Hurlbut, Director of Photography on "Act of Valor," lit his scenes to match the HP DreamColor Display, using the monitor as his eye and viewfinder. "You can see the subtlety and nuances and color [on this display] better than [on] anything else I've seen," he says. Waugh affirms that the company's experience with HP Workstations solidified their faith in HP. "Our investment and partnership with HP is the perfect illustration of the confidence we have in the products they make."



HP Z820 Workstation



HP EliteBook 8570w

Ideal HP Workstations

HP Z Workstations

- Z820 is a top choice for video/film applications, which require a lot of rendering performance.
- Z620 with one processor is an affordable choice for price-conscious users.
- Z420 for users who want to step up from the Z220.
- Z220 for entry-level and educational uses.
- Z1 All-in-one Workstation for educational uses.
- Z Workstations offer a wide range of I/O connections for M&E device connectivity.

HP EliteBook Mobile Workstations

- EliteBook 8570w is the sweet spot for mobile workstations in this sub-segment.
- EliteBook 8770w is well suited for compressing and uncompressing large files in real time.
- EliteBook 8570w and EliteBook 8770w mobile workstations with DreamColor technology are ideal for on-location shooting.
- EliteBook 8470w is a good travel companion when a lightweight workstation and mobility are big concerns.
- EliteBook 8760w and 8560w offer a wide range of I/O connections for M&E device connectivity.



HP recommends Windows.

Animation, 3D, Visual effects, computer generated (CG)

Key applications

Artists working in animation, 3D, visual effects, and computer graphics need technology that can keep up with the vision that starts in their imagination and ends up on screen. In the middle of that, it has to be translated through software that moves as fast as the HP Z Workstation can process, like homegrown Linux-based applications and:

- Autodesk Maya, 3ds Max, Flame
- The Foundry Nuke
- SGO Mistika
- Avid Media Composer
- Adobe After Effects and Photoshop®
- Blackmagic Design DaVinci
- Assimilate Scratch

Empower your creative work with HP Workstations.

When you produce animations, 3D productions, visual effects, and computer-generated (CG) content, you need highly reliable workstations, lightning-fast performance, high-end graphics, and large memory capacities. You'll find all of this and more in the HP Workstations portfolio, in both desktop and mobile systems. Along with legendary reliability, HP delivers high-end graphics cards and GPU options, extreme processing power, and unique technologies created for your industry—such as HP DreamColor, which helps you maintain consistent colors across your digital workflows. You can also look to HP for 27-inch diagonal monitors that help you see your work more clearly, tool-less chassis designs that simplify servicing and upgrades, certification from independent software vendors, and a full three-year service and support limited warranty.

Dreamworks—Shrek

The Academy Award-winning Dreamworks Animation has been responsible for some of the most highly-regarded, animated films of the last 20 years. In 2010, the extraordinarily successful Shrek franchise logged its fourth film, Shrek Forever After, in 3-D, and it was the brainchild of remarkably talented artists working on HP Z Workstations and HP DreamColor Displays.

Ed Leonard, CTO of Dreamworks, says the Shrek films have evolved from a ten-year strategic partnership with HP. “[HP] has touched every aspect [of the films] from tablets to the data center,” he says. “HP is an essential and integral part of everything we do.” He adds that the movies have been enabled through the use of great technology in the hands of great filmmakers.

According to Ken Bielenberg, Visual Effects Supervisor, the Shrek producers had long pushed for the use of global illumination, a technique that adds more realistic lighting to 3D, but the computers weren't fast enough, and the software wasn't there yet. HP Z Workstations changed all of that, allowing the technique to be used extensively on Shrek Forever After to add a lot of depth to the film. “HP Z Workstations help [our] artists stay up with their imagination. They're able to feel the machine respond to their commands,” says Derek Chan, Head of Digital Operations. “They can stay in that creative flow and don't [have to] wait for the computer to catch up.”

Ideal HP Workstations

HP Z Workstations

- Z820 is the ideal system for this segment.
- Z620 is also used in this segment.

HP EliteBook Mobile Workstations

- EliteBook 8570w is the sweet spot for mobile workstations in this sub-segment.
- EliteBook 8770w with DreamColor technology is used for on-set production and color-quality control.
- EliteBook 8770w is well suited for compressing and uncompressing large files in real time.
- EliteBook 8770w with DreamColor technology is used when mobility is needed for collaboration and reviews.



HP Z820 Workstation



HP EliteBook 8570w



HP recommends Windows.

Photography, graphic design and web design

Key applications

The talented individuals who work in photography and graphic and web design bring their visions to life with hardware and software that moves at the blink of an eye. They start with HP Z Workstations and finish with these:

- Adobe Creative Suite Design
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

Picture your creative output with an HP Workstation

To increase creative output, professional photographers, graphics designers, and web designers need professional-grade computing and visualization technologies. That's what you'll find in the HP Workstations portfolio, in both desktop and mobile systems. HP Workstations deliver the high reliability, fast performance, certification from independent software vendors, and advanced visualization technologies that help keep you at the forefront of your industry. HP DreamColor technology helps you maintain consistency and quality in color-critical applications—and gives you the confidence that the colors you see on your display will be accurately reflected in your end product. And you'll see your work more clearly with the exceptionally consistent color and brightness and ultra-wide viewing angles of HP Performance Displays.

American Hands

Sally Weiner Grotta is a photographer and digital artist and the creator of American Hands, a project that tells the story of common people doing extraordinary things. Her tools are her camera, an HP Z200 Workstation, and an HP DreamColor Display. "The frozen moment is a miraculous piece of storytelling," she says. "Digital photography allows me to tell the story that my imagination sees and enables me to do some wonderfully creative things." Grotta says it's important for the technology she uses to be invisible. "It [should get] out of your way [so] you can go ahead with whatever you're imagining," she says. "I used to have two PCs running at the same time to edit on one and start a second edit on another and I'd wait on both. It cut into my ability to follow my inspiration and quite often one would crash."

The HP Z Workstation has changed Grotta's workflow and speeded up her production. "[Now] I come home from a shoot and I can look at [my pictures] on the HP DreamColor [Display]," she says. "I'm editing with a granularity of detail that I never had. Color management works seamlessly." She's specifically appreciative that she gets the print she needs the first time, every time, which saves her time and money. "I don't have to reprint. The print comes out the way I expected it to."

"I think we'll see some wonderful, fascinating art that is HP DreamColor-enabled," she adds. She points out independent artists are like any other small business that needs more bang for its buck. "HP Z Workstations give us performance and power at a good price. The HP Z200 is so fast and so transparent that I can be as creative as I want. I don't have to think about it," she says. "I'm free to do the art, picture, and story I'm trying to tell."

Ideal HP Workstations

HP Z Workstations

- Z1 should be a game-changer in this space. Along with its space-saving footprint, it offers a stunning 27-inch diagonal display and support for up to 1.07 billion colors.*
- Z220 and Z420 are good choices for the needs of photographers and graphic designers.

HP EliteBook Mobile Workstations

- EliteBook 8570w is the sweet spot for mobile workstations in this sub-segment.
- EliteBook 8570w and EliteBook 8770w provide a great platform for photographers who do on-site work.
- EliteBook 8470w is a good travel companion when a lightweight workstation and mobility are big concerns.



HP Z1 Workstation



HP EliteBook 8570w



HP recommends Windows.

Audio

Key applications

Audio professionals shape instruments and voice into beautiful sounds and use technology to finesse the final touches. They turn to HP Z Workstations to power the latest cutting-edge software to achieve the perfect mix.

- Avid Pro Tools
- Cakewalk Sonar
- Adobe Audition
- Sony Vegas

Count on HP Workstations for high-performance audio work

When you face tight turnaround times and can't tolerate downtime, you need a highly reliable, high-performance workstation that is designed with the needs of audio engineers and editors in mind. That's why countless professionals in the audio industry look to the HP Workstations portfolio. In both desktop and mobile systems, HP Workstations deliver the 64-bit architectures, dual-processing performance, and large memory capacities that help you work faster and more effectively, even when you are running multiple applications simultaneously. Better still, HP offers certification from independent software vendors and tool-less chassis designs that make it easy to add cards and upgrade your system—to help you stay at the forefront of your industry.

Sunny Levigne–Aleksam

Music producer Sunny Levine describes himself as an all-around “sound dude.” Raised around music producers and in recording studios, music is in his blood. Levine marvels at how much the industry has evolved from the days of super-huge professional studios with the top-of-the-line equipment that only a few could afford in order to create records at an elite level. Technology like the HP Z Workstations now allows record producers of all sizes to have everything they need in the backyard of a house.

When Levine starts a project, he begins from scratch, gathering songs and samples and creating a little world. He does a lot of his work on the fly and likes to keep spontaneity in his records, and the HP Z800 is a big part of that. He finds that editing and fixing tracks is commonplace in the industry and he instead prefers to “keep it dangerous.” “We don't have all the time in the world,” he says.

Levine is a hands-on producer. “[I'm] engineering and producing, and I move really fast,” he says. “There's a lot of processing [that occurs] with the computer and I don't want to have to think about that. I want us to be able to move as fast as our ideas are coming and as soon as the artists can get a sound right.” Levine says he never has to think about his HP Z Workstation, and it never fails. “I can't get used to its power. I throw everything I have at it [and it asks for more],” he says.

“It was such a nightmare to score a film [on my previous PC]. It would hiccup. On this one, it's nothing. It's right there and you can get to work. The technology never gets in the way of our ideas. It's so cool. I feel like a rocket scientist.”

Ideal HP Workstations

HP Z Workstations

- Z1, Z220, and Z420 are well suited for entry and midrange uses.
- Z820 is ideal for professionals who need maximum processing power and memory expandability.

HP EliteBook Mobile Workstations

- EliteBook 8570w is the sweet spot for mobile workstations in this sub-segment.
- EliteBook 8470w is a good travel companion when a lightweight workstation and mobility are big concerns.



HP Z820 Workstation



HP EliteBook 8570w



HP recommends Windows.

Game development

Key applications

Gaming is serious business, and gaming professionals use the powerhouse technology of HP Z Workstations and visionary software from [Software 1, 2, 3] to put gamers through their paces and keep them coming back.

- Homegrown Linux-based applications are common as well as the following.
- Autodesk Maya, 3ds Max, Flame
- The Foundry Nuke
- SGO Mistika
- Avid Media Composer
- Adobe After Effects and Photoshop
- Blackmagic Design DaVinci
- Assimilate Scratch

Count on HP Workstations for high-performance game development

In the deadline-driven media and entertainment industry, you need reliable, high-performance workstations that help you work faster and spend less time waiting for things to happen. That's what you'll find in the broad portfolio of HP Workstations. In desktop and mobile systems, HP Workstations help you boost productivity with multi-core processors, large memory capacities, leading-edge graphics, and unique technologies built for the media and entertainment industries—such as HP DreamColor technology, which helps you maintain consistent color across your digital workflows. That's just one of many reflections of HP's deep commitment to serve the needs of media and entertainment industry pros.

Edidos-Montreal

Gaming and animation blend art and technology seamlessly. Montreal-based game developer Edidos-Montreal has used HP Z800 Workstations to get there on its Deus Ex series. Stephane D'Astous, the General Manager at Edidos-Montreal, says the HP Z Workstations installed for every one of his 400 designers provide a solid, reliable, and stable platform that's very competitive.

The expectations on the company's latest Deus Ex project were very high and they wanted to partner with a global, well-respected, cutting-edge technology company and HP went the extra mile to convince Edidos that they were the right fit. "They talked to our designers [to understand our process and our requirements] and the result was the perfect match of hardware, software, and middleware," D'Astous says. "Having a seamless way to merge art and technology is at the core of our success."

Frederic Chappart, R&D Tech Director at the company, likes that the HP Z Workstations offer the flexibility to change graphics cards to ensure consistency in the final product. Processing the tremendous amount of data generated by the games would lead to downtime on any other system. With HP Z Workstations, Patrick Enfedacque, Lead Gameplay Programmer, says a programmer or designer can start a process running on his own machine and then pick up his task on another networked machine and keep working. He adds that the biggest benefit of the HP Z800 is that it doesn't need special attention. "It just work[s]," he says.

"It was such a nightmare to score a film [on my previous PC]. It would hiccup. On this one, it's nothing. It's right there and you can get to work. The technology never gets in the way of our ideas. It's so cool. I feel like a rocket scientist."

Ideal HP Workstations

HP Z Workstations

- Z820 is an ideal system for game developers.
- Z620 is also used for game development.

HP EliteBook Mobile Workstations

- EliteBook 8570w is the sweet spot for mobile workstations in this sub-segment.
- EliteBook 8570w and EliteBook 8770w with DreamColor technology provide color-accurate viewing and the processing power to handle large files.



HP Z820 Workstation



HP EliteBook 8570w



Why HP?

Your innovation partner

- HP brings the reach and scale to continue to drive innovation
- Our focus? Help eliminate tactical challenges & support your mission
- HP brings extensive products, services and partnerships to healthcare

Reach brings responsibility

- HP is the world's largest technology provider*
- Size and breadth of products brings the scale to help solve real world challenges
- Let us help you achieve your vision

For more information about HP in Media and Entertainment, visit
hp.com/united-states/campaigns/workstations/media/animation

* IDC estimate based on CY2011 revenues in US dollars. Source: Worldwide Revenue for the Top 50 IT Vendors by Vertical Market and Company Size, 2011, Doc#238408, IDC December 2011

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