

HP AND AUTODESK



Create stunning digital media and entertainment

Does your workstation meet your digital media challenges?

It's no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Autodesk® software. Together, HP and Autodesk help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

- **Innovation:** Enjoy next-generation technology, including the award winning Z Workstation design, to help you create and visualize even the most complex designs. This revolutionary design brings a tool-less chassis, advanced cooling and choice of power with up to 90% efficient power supplies.
- **Performance:** Advanced compute and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with advanced

processor performance technologies, such as Intel® QuickPath, Intel® Hyper-Threading¹ and Intel® Turbo Boost². Intel® Turbo Boost is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

- **Reliability:** HP product testing includes application performance, graphics and comprehensive ISV certification for maximum productivity. You can be confident in your HP and Autodesk solution.

HP and Autodesk

HP has a unique relationship with Autodesk. HP Workstations are the internal desktop standard throughout Autodesk, which means that Autodesk develops, tests and demonstrates their applications on HP Workstations. Additionally, Autodesk's Media and Entertainment creative finishing systems business has standardized on HP Workstations for its turnkey solutions, including Autodesk® Flame® and Autodesk® Smoke® software. This close relationship gives you the confidence that your solution providers will work together to support your needs for years to come.

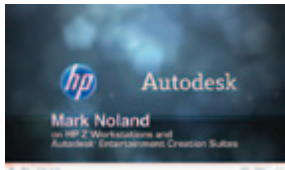


Autodesk Media and Entertainment

“Artists need power and performance to produce more immersive and complex creations than ever before. A modern pipeline, comprised of Autodesk Digital Entertainment Creation software and HP Workstations, allows designers and artists to take their work to the next level.”

—Marc Petit, Senior Vice President, Media and Entertainment, Autodesk Inc.

Watch the HP and Autodesk Entertainment Creation Suites Video



TO VIEW

Whether in film, video games, or television, Autodesk provides digital artists and animators with technologies that are redefining digital content creation.

Autodesk Entertainment Creation Suites

The Autodesk® Entertainment Creation Suites Premium offer exceptional value in an end-to-end solution for 3D modeling, digital sculpting, texture painting, animation, effects, rendering, and compositing. The Premium Suite includes your choice of either Autodesk® 3ds Max® or Autodesk® Maya® software, plus Autodesk® Softimage®, Autodesk® Mudbox™ and Autodesk® MotionBuilder® software for maximum creativity and production efficiency. Use the power of the Premium Suites to create modern, flexible pipelines that support today's projects and scale for tomorrow's opportunities.

Complete 3D Creativity

The 3ds Max and Maya Entertainment Creation Suites Premium offer a complete set of must-have 3D tools to help artists realize their full creative potential. The Premium Suite includes:

- **3ds Max or Maya** – award-winning 3D modeling, animation, rendering, effects, and compositing tools that help artists push creative boundaries and create better results in less time.
- **Softimage** – a high-performance 3D application that enables artists to create sophisticated effects, drive kinematic movement and behaviors, and generate geometry with ICE (Interactive Creative Environment), and to quickly and easily rig and animate facial setups with the Autodesk® Face Robot® toolset.
- **Mudbox** – a powerful digital sculpting and texture painting toolset that helps artists create highly detailed organic models.
- **MotionBuilder** – a real-time, interactive 3D engine and advanced character animation toolset to help increase animation output.
- **Turtle** – a sophisticated global illumination rendering and baking plug-in for Maya, designed for higher quality, next-generation game development (Maya Entertainment Creation Suites only).

Other Autodesk Entertainment Creation Suite Options

Standard versions of the 3ds Max and Maya Entertainment Creation Suites are also available without Softimage.

Autodesk Solutions for Creative Finishing

Autodesk's Media and Entertainment Creative Finishing business has standardized HP Workstations for its turnkey solutions, including Autodesk Flame and Autodesk Smoke software. This close relationship gives you the confidence that your solution providers will work together to support your needs for years to come.

Compositing: Putting it All Together

It's virtually impossible to get everything needed for the final frame of a film in a single take or render. In most cases, tens or even hundreds of layers and passes go into the final image: actors need to be keyed from blue or green screen, garbage needs to be roto-scoped out, reflections need to be added, removed or tweaked, set extensions need to be created, and the subtle interaction between layers needs to be iteratively refined to achieve the desired look. Maya, 3ds Max, and Softimage come with fully featured integrated compositing modules, helping facilitate rapid iterations, and helping reduce time-consuming round-tripping between 3D and 2D departments.

Whenever interactivity is of the essence, such as in a look-design session attended by a director, or a finishing session as the project approaches its final 'crunch' time, Autodesk Flame software provides the award-winning creative toolset that helps you to make instant changes, and experiment with multiple possibilities. From tracking to keying, color correction to motion estimation, advanced timeline editing to interactive 3D compositing, Flame offers a broad and rich toolset with great performance.

Grading and Finishing: The Final Polish

Film productions reach their full potential in the color grading process. Autodesk® Lustre® software is an Academy Award®-winning digital intermediate color-grading system. It enables colorists to shape color and lighting to establish narrative tone, realize creative intent, and help create stylized looks. Lustre provides a rich, creative toolset that can grade both standard and stereoscopic projects; offers collaborative project management tools; and integrates tightly into an Autodesk Smoke or Flame workflow.

GAIN MORE VALUE WITH HP WORKSTATIONS

The HP commitment to innovation and solutions excellence combined with HP's relationship with Autodesk provide you with a professional edge.





Meet the HP Workstation family

“What we like about HP machines is the build quality. No other manufacturers compare. When we buy HP equipment, we know that it will run.”

—Terry Dale, vice president of operations, Starz Animation, Toronto, Canada

Watch the Starz Animation and HP Workstations video



TO VIEW

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. HP Z Workstations are tested and certified for Autodesk applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost² and Hyper-Threading³ technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

The HP Z800 Workstation

The HP Z800 Workstation delivers the latest in performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of the new Autodesk Maya and Autodesk 3ds Max Entertainment Creation Suites.

HP Z400 Workstation

The HP Z400 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Autodesk Maya and Autodesk 3ds Max users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.

HP Z210 CMT Workstation

The HP Z210 CMT Workstation delivers excellent performance and was designed with Autodesk application users in mind, providing the workstation power for entry-level 3D and visual effects professionals to pre-visualize and create astounding effects. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.

HP Mobile Workstations

HP EliteBook 8760w Mobile Workstation

The HP EliteBook 8760w Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17.3-inch diagonal display for HP's highest performing mobile workstation. The HP EliteBook w-series features a timeless construction, with precision-engineered durability features that are designed for maximum reliability and with the environment in mind. The mobile workstations has passed most Mil-Std-810G testing,³ making it a great tool for professionals on the go. The choice of an HP DreamColor display enables true color visualization in addition to top performance for use with Autodesk Maya and Autodesk 3ds Max Entertainment Creation Suites.

HP EliteBook 8560w Mobile Workstation

HP EliteBook 8560w Mobile Workstation offers all the workstation power you need to run Autodesk Maya and Autodesk 3ds applications but in a smaller and lighter size with a 15.6-inch diagonal screen. Ideal for those on the go who want to minimize the weight. The HP DreamColor display is also available as a configurable option on the HP EliteBook 8560w.

HP Performance Monitors

Designed for compatibility with the full line of HP Workstations, HP Performance Monitors offer world-class display technology, a range of connectivity (USB/DVI/DisplayPort) with the latest peripherals and graphics devices, and environmental responsibility with ENERGY STAR® and EPEAT® certifications. The new HP ZR24w and HP ZR30w widescreen monitors feature massive wide-aspect screens, enhanced color accuracy at ultra-wide viewing angles, and full HD⁵ resolutions. The HP DreamColor LP2480zx monitor is based on HP DreamColor Engine technology and is great for low-light design environments like animation and video production facilities.

HP recommends Windows® 7.

HP recommendations for Autodesk applications

The configurations listed below are some of the recommendations we have to help you get started. To find the recommended configurations based on your Autodesk software package, please visit www.hp.com/go/workstationfinder.

Autodesk products

Autodesk Maya Entertainment Creation Suite Premium/Standard	HP Z Workstations	HP Z800, HP Z600, HP Z400, HP Z210 CMT
Autodesk 3ds Max Entertainment Creation Suite Premium/Standard	HP Performance Monitors	HP ZR30w, HP DreamColor LP2480zx, HP ZR24w, HP ZR22w
Autodesk 3ds Max	HP Mobile Workstations	HP Elitebook 8760w, HP Elitebook 8560w
Autodesk Maya		



The Autodesk® Entertainment Creation Suite Premium includes your choice of either Autodesk® 3ds Max® or Autodesk® Maya® software, plus Autodesk® Softimage®, Autodesk® Mudbox™ and Autodesk® MotionBuilder® software for maximum creativity and production efficiency.



Autodesk Professional Software demands workstation power

HP Z Workstations are designed, tested, and built for Autodesk users looking for high performance and extreme stability. HP does this with features that include:

- Dual-, quad-, and six-core¹ Intel® Xeon® processors
- Professional graphics cards from NVIDIA and AMD
- Microsoft® Windows® operating systems
- Expanded I/O, and massive storage
- Fast, reliable memory
- EPEAT® Gold-rated and ENERGY STAR®-qualified configurations

For more information about HP and Autodesk solutions,

please visit www.hp.com/go/dmeautodesk or www.hp.com/go/hpautodesk

Screen images courtesy of Autodesk.

- ¹ Dual-, quad-, and six-core technologies are designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.
- ² Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see www.intel.com/technology/turboboost.
- ³ Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See <http://www.intel.com/info/hyperthreading> for more information.
- ⁴ Testing was not intended to demonstrate fitness for DOD contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.
- ⁵ HD content required to view HD images. Internet access required. Performance dependent on network latency and image frame content.

©2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Intel and Xeon are trademarks of Intel Corporation in the U.S. and other countries. Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation. Autodesk, Face Robot, Flame, Lustre, Maya, MotionBuilder, Mudbox, Softimage, Smoke, and 3ds Max are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and other countries. ENERGY STAR is a registered mark owned by the U.S. government. AMD is a trademark of Advanced Micro Devices, Inc. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences.

4AA3-4045ENW, July 2011



Autodesk®

