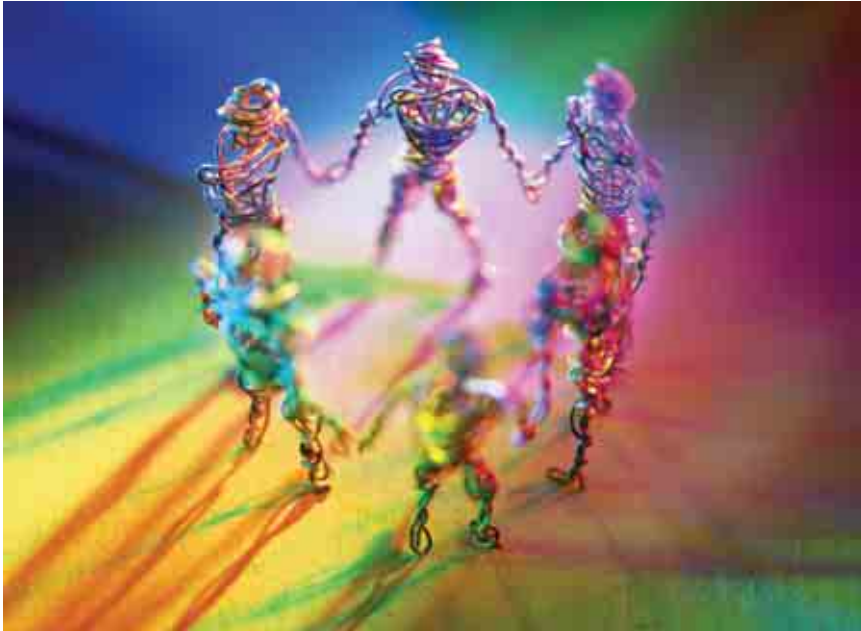


## IBM Digital Content Creation




---

### Highlights

---

End-to-end capabilities, built on IBM technology with open standards, security-rich features and IBM services and support help to:

- *Fuel creativity with the latest graphics, animation, effects, rendering, and editing tools*
- *Shorten cycle times with enhanced workstation and storage performance*

Is your organization looking for state-of-the-art tools to unleash your creative potential? Are you looking to derive more value from its content assets? Is there a need for more efficient content management and distribution throughout the creation process? If so, consider the IBM Digital Content Creation Solution. Leverage a comprehensive suite of workstations, servers, storage and services designed specifically for

animators, special effects wizards, editors and producers. Together with industry-leading software vendors, these advanced capabilities can help you improve cycle time and increase speed to market, while producing next generation animated feature films, games and television.

### The challenge of content creation

Whether your company specializes in games, video, feature films or television, an integral component to success lies in keeping your infrastructure current and competitive.

IBM understands that you need to improve system performance and reliability, while keeping costs in check. We know you want to shorten production cycles to allow greater output and quicker time to market. We also realize the positive impact on revenue a widening of your portfolio of content types would have.

The IBM Digital Content Creation Solution allows you to provide a means to these ends by leveraging advanced

technology, industry expertise, and world class services at a price-performance level that's hard to match.

### **How an IBM solution can help**

IBM Digital Content Creation Solution can enable your company to exploit the exciting new technologies of digital media to improve your business. The value of an IBM solution comes from our unique ability to provide an end-to-end infrastructure, built on open standards with scalability, security-rich features and the business advice for effective use and implementation.

The solution's framework is based on standards, virtualization and Web services help to:

- *Improve workflows and enable dynamic peer-to-peer internal and external business process interactions*
- *Reduce production times*
- *Deliver new, powerful, advanced digital media capabilities*
- *Boost production efficiency with faster workstations that enable greater workload to be handled*

- *Support growth in a cost-effective manner*
- *Better track production for budgetary and planning purposes*
- *Represent current status of projects at any time to management, production employees and artists*

### **IBM solutions**

Once implemented, your new IBM Digital Content Creation Solution can help transform the way your production studio functions. It's flexible and can be configured for a one- or two-workstation shop, as well as for an entertainment enterprise. It is part of the IBM Digital Media Factory, a framework of IBM and Business Partner technologies that employs open Linux® systems and modular components to simplify complex implementations. This solution can help:

- *Fuel your artists' and animators' creativity with leading-edge tools for 2-D/3-D, animation, effects, paint, high-end graphics, images and rendering, and non-linear editing capabilities.*

- *Shorten content creation cycle times, allowing greater output and creativity.*
- *Decrease the per unit cost of rendering images.*
- *Deliver more value from your content assets through quicker, universal distribution and management that is more effective.*
- *Eliminate the time you spend troubleshooting among your different technology vendors—we coordinate all of the elements of the solution, which are integrated and supported by IBM experts.*
- *Facilitate the transition of your studio production to a Linux platform.*

The IBM Digital Content Creation Solution also delivers platform longevity and an attractive total cost of ownership.

- *Solution elements are certified and pre-tested for easy installation*
- *Market-leading components promise improved availability and performance, reduced downtime*
- *Hardware is scalable, to expand as your business changes*
- *Linux source code is essentially no-cost and requires fewer processing resources and overhead*

## Infrastructure

The IBM Digital Content Creation Solution is part of the IBM Digital Media Factory, a unifying architecture of

IBM and Business Partner technologies that employs open systems and modular components to simplify complex implementations. This solution is flexible and can be configured using a single

server and a few workstations, or deploying server clusters as a rendering farm. Components may include:

Features	Benefits
<b>Workstations</b>	<ul style="list-style-type: none"><li>• IntelliStation® workstations—certified by multiple software vendors for optimal performance with 3-D, video editing, compositing, and finishing systems</li><li>• A set of 3-D graphic accelerators has been certified on IntelliStation</li></ul>
<b>Servers</b>	<ul style="list-style-type: none"><li>• IBM @server® xSeries® for high performance with outstanding scalability and reliability</li><li>• IBM BladeCenter™ Servers used for rendering</li><li>• IBM @server Cluster 1300 for building Linux clusters</li></ul>
<b>Storage</b>	<ul style="list-style-type: none"><li>• IBM TotalStorage® DS Family</li><li>• GPFS shared disk file system</li><li>• Gigabit Ethernet-based iSCSI</li><li>• Ethernet</li><li>• Fibre channel</li><li>• Linear tape open</li></ul>
<b>System management software</b>	<ul style="list-style-type: none"><li>• Tivoli®—network management, storage management</li><li>• Cluster system management</li></ul>
<b>Services</b>	<ul style="list-style-type: none"><li>• Support lines</li><li>• 24x7 help center</li><li>• Linux installation and configuration</li><li>• Linux high performance clusters</li><li>• Workload consolidation</li><li>• Linux migration</li><li>• ITS rollout</li><li>• Classroom education</li><li>• Porting</li></ul>

## For more information

Contact your IBM representative or IBM Business Partner or visit:

[ibm.com/servers/deepcomputing](http://ibm.com/servers/deepcomputing)



© Copyright IBM Corporation 2005

IBM Systems Group  
Route 100  
Somers, NY 10589

Produced in the United States  
September 2005  
All Rights Reserved

IBM, the IBM logo, @server, @server logo, BladeCenter, IntelliStation, Tivoli, TotalStorage, and xSeries, are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product or service names may be trademarks or service marks of others.

This document could include technical inaccuracies or typographical errors. IBM may make changes, improvements or alterations to the products, programs and services described in this document, including termination of such products, programs and services, at any time and without notice. Any statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. The information contained in this document is current as of the initial date of publication only and is subject to change without notice. IBM shall have no responsibility to update such information.

Performance data for IBM and non-IBM products and services contained in this document was derived under specific operating and environmental conditions. The actual results obtained by any party implementing and such products or services will depend on a large number of factors specific to such party's operating environment and may vary significantly. IBM makes no representation that these results can be expected or obtained in any implementation of any such products or services.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS-IS" WITHOUT ANY WARRANTY, EITHER EXPRESS OR IMPLIED. IBM EXPRESSLY DISCLAIMS ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR INFRINGEMENT.

References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business. Any reference to an IBM program or product in this document is not intended to state or imply that only that program or product may be used. Any functionally equivalent program or product, that does not infringe IBM's intellectual property rights, may be used instead. It is the user's responsibility to evaluate and verify the operation of any non-IBM product, program or service.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply.