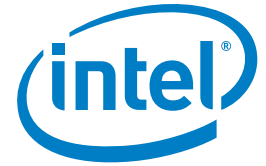


CASE STUDY

Intel® Xeon® processor 5400 series
Intel® Core™2 Duo processors
Enterprise Server
Entertainment



Streamlining the Hollywood Workflow

Intel® processors help Sample Digital accelerate media processing, consolidate servers, and deliver HD video to executives

Shuttling media among Hollywood studio departments can be costly and chaotic. Sample Digital offers production workflow and media management tools to help studios, networks, production companies, and ad agencies reduce costs, accelerate decision making, and streamline media distribution. To maximize processing performance and server density, the company relies on Intel® processors for in-house servers, the servers it deploys in studio facilities, and the set-top boxes used to screen dailies and rough cuts. Intel processors help the company complete 20 percent more processes per server in less time than before and deliver high-quality video to the desks of decision makers.



"Intel® Xeon® processors provide the performance we need to digitize, encode, and distribute high-definition media rapidly. What used to take us three hours a few years ago we can now do in real time."

– Gary Zorko,
Vice President of Technology,
Sample Digital

CHALLENGES

- **Accelerate processing, minimize space.** Digitize, process, and distribute media rapidly with a small, energy-efficient infrastructure.
- **Deliver high-quality media.** Deliver high-definition media to creative decision makers.

SOLUTION

- **Intel processors.** Sample Digital migrated to the Intel® Xeon® processor 5400 series for in-house and customer edge servers, creating powerful, dense, and energy-efficient infrastructures. Sample Digital set-top boxes equipped with Intel® Core™2 Duo processors provide high-quality video for decision makers.

IMPACT

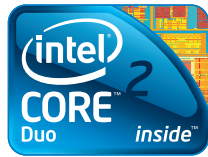
- **Faster results.** Intel Xeon processors help accelerate media processing and distribution to speed customers' time to decision.
- **Less space.** Sample Digital can complete at least 20 percent more processes in each server than before, helping to preserve data center space for future expansion.
- **Green solution.** Sample Digital offers customers a green solution that helps eliminate the environmental impact of producing physical media and using couriers to shuttle that media around Hollywood.
- **Improved quality.** Intel processors in edge servers and set-top boxes help deliver high-definition media to creative executives.

Sample Digital Streamlines Production Workflows

Sample Digital's DAX|D3* System provides an end-to-end workflow application that can deliver dailies, rough cuts, and visual effects (VFX) to creative decision makers rapidly. "Our customers need tools that help speed time to decision," says Patrick Macdonald-King, CEO and president of Sample Digital. "Sample Digital's DAX|D3 System helps move raw media from the production set into the studio pipeline, where creative executives can make key decisions quickly and studio departments can access media for a variety of marketing and publicity

workflows. Once a project is complete, we help distribute deliverables in a full range of media formats."

Sample Digital has created a green business model that also saves studios time and money by minimizing redundant processes and eliminating manual distribution. "In the past, each studio department received physical media that it had to re-ingest and re-encode for each specific task. By maintaining a central processing and distribution system, we help studios avoid redundant work," says Macdonald-King. "We also help eliminate all the costs and environmental impact of burning numerous DVDs and



Intel® Xeon® Processors Accelerate the Production Workflow

shuttling them around Hollywood with couriers. When fully utilized, our green solution enables studios to save up to USD 50,000 on a single film project."

For its in-house infrastructure and the servers it deploys in studio data centers, Sample Digital requires a processing architecture that can deliver performance, density, and energy efficiency. "Whether we are transcoding, watermarking, or streaming media, we need servers with outstanding processing power," says Macdonald-King. "We also need energy-efficient processors that can support high server density and help control power and cooling requirements. The more energy-efficient performance we can pack into our own data center, the more services and customers we can support. Energy-efficient servers with smaller form factors are also more easily accepted into our customers' data centers."

Intel® Processors Deliver Intense Media Processing Performance

To accelerate media processing, the Sample Digital IT group migrated from single-core Intel processors to the Intel® Xeon® processor 5400 series in internal servers and the edge servers it deploys at customer facilities. "Intel Xeon processors provide the performance we need to digitize, transcode, and distribute high-definition media rapidly," says Gary Zorko, vice

president of technology at Sample Digital. "What used to take us three hours a few years ago we can now do in real time."

That exceptional performance from Intel Xeon processors helps both Sample Digital and its customers cut costs. "With Sample Digital's workflow applications on Intel technologies, we shave days off our postproduction schedule," says Richard J. Anobile, an independent associate producer who has worked with major Hollywood studios. "We run more efficiently and produce more entertainment. It's a win for everyone."

"The Intel Xeon processors also help us save money internally by enabling us to take on larger, more profitable jobs without additional hardware investment," says Macdonald-King.

The Sample Digital team anticipates that the Intel Xeon processor 5500 series will help further increase the quality of media and speed of distribution throughout its DAX|D3 System. "Even in a slow economy, it's important to invest in technology that drives the business forward," says Zorko. "With improved compute performance, larger memory bandwidth, and new energy-efficiency capabilities, the Intel Xeon processor 5500 series should help us accelerate processor-intensive media processing tasks and reduce turnaround times while keeping our data center green."

Intel Xeon Packs 20 Percent More Processes Into Each Server

Using Intel Xeon processors, Sample Digital has created a dense infrastructure in-house and within studio facilities that leaves room for future growth. "By moving from single- to multi-core Intel processors, we increased server density

SPOTLIGHT ON SAMPLE DIGITAL

Sample Digital offers an extensive suite of production workflow acceleration and media management tools via a software-as-a-service/service-oriented-architecture platform. Services include secure Digital Dailies®, media asset management, set-top box platforms, content security and distribution, and world-class transcoding.

considerably," says Zorko. "Today with Intel Xeon processors, we can complete at least 20 percent more processes in each server than before. We can do more with less, leaving room in our data center for new clients and service offerings."

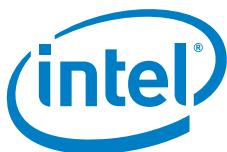
The dense infrastructure will also help keep power and cooling costs under control. "Both Sample Digital and our customers are eager to decrease power consumption so we can save money and reduce the environmental impact of IT," says Macdonald-King. "Intel Xeon processors help us create green infrastructures that are better for the bottom line and the planet."

Intel Processors Provide HD Video to Decision Makers

Sample Digital also offers a set-top box solution to provide creative decision makers with an easy way to view streamed dailies and rough cuts on a TV or in a full-fledged screening room. The set-top box is equipped with the latest Intel® Core™2 Duo processor.

"Studio executives want to see the best-quality, highest-resolution images possible. In many cases, they want to see images on the big screen so they can evaluate VFX, animation, and live action," says Macdonald-King. "With the Intel Core2 Duo processor in our set-top boxes, we can deliver 1080p high-definition video at high bit rates so executives can make informed creative decisions. It's another example of how Intel is helping us to improve the speed and quality of the production workflow."

Find a business solution that is right for your company. Contact your Intel representative or visit the Reference Room at www.intel.com/references.



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