

Animated Film Starz ATTO Technology

Animated Film Solution



Success In Brief

- Starz Animation Toronto selects ATTO's storage connectivity products based on superior performance, interoperability and reliability
- Starz Animation Toronto finds ATTO's 8Gb/s HBAs facilitate higher bandwidth enabling dual streams for stereoscopic playback
- ATTO's HBA eliminated downtime allowing Artists, Editors, Producers and Directors to get right down to work
- The 8Gb/s Fibre Channel HBA's doubled performance overnight allowing for smooth playback of large streams of video.
- Exclusive Advanced Data Streaming (ADS™) Technology ensures smooth flow of their digital imagery.

ATTO's Fibre Channel Connectivity Equips Starz Canada

Challenge

Starz Animation Toronto, a high-quality digital animation studio, needed the ability to handle very large sets of streaming data and high resolution imagery to produce high-tech animated features. Stereoscopic playback and editing requires more than twice the standard high definition performance and storage throughput. Since tight deadlines require around the clock operation there was no room for downtime. Starz Animation was committed to using the latest technology to produce the state-of-the-art animation feature "9."



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Solution

ATTO's Fibre Channel connectivity was utilized in three distinct areas for improving and streamlining the workflow for Starz Animation Toronto.

The studio's editing system consists of Avid Adrenaline Suites on HP 8600 workstations with ATTO's 4Gb/s Fibre Channel host bus adapters for the both editorial and color grading. ATTO's exclusive Advanced Data Streaming (ADS™) technology, incorporated into all ATTO HBA's, ensures optimal performance in high-bandwidth environments. ATTO engineers developed a combination of hardware and software elements to effectively manage latencies and control the acceleration of data transfers.

A second system is used for the DI (*Digital Intermediate*) Daily system utilizing the ATTO 8Gb/s Fibre Channel host bus adapters. This enabled Starz Animation Toronto to double its bandwidth overnight creating a smoother workflow. According to Terry Dale, Vice President of Operations at Starz Animation Toronto "Now all the artists, directors and producers don't have to think about the systems not working again...the last thing you want is a room full of professionals wasting time waiting for the system to work right."



starz
ANIMATION Toronto

"ATTO is the industry standard... ATTO's 8Gb Fibre Channel HBA's put Starz Animation Toronto in a good position to take on future stereoscopic projects. The higher the bandwidths enable us to work with dual streams for stereoscopic playback and editing."

- Terry Dale, VP Operations



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The third system also using ATTO Fibre Channel 8Gb/s host bus adapters runs over Starz Animation Toronto's infrastructure for daily backups.

The entire ATTO solution offers Starz Animation Toronto the ability to produce stereoscopic animation which requires huge bandwidth, higher density storage with fast data transfers.

Starz Animation Toronto utilizes its system configuration seamlessly to produce animated films for movies like 9 produced by Tim Burton, *Veggie Tales: The Pirates Who Don't Do Anything*, also *Everyone's Hero*, and *Yes Virginia*, a Macy's Christmas special that was televised in late 2009.



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Terry Dale mentioned "ATTO keeps up with technology really well, we usually follow close behind. We decided for better bandwidth migrating from 2Gb/s to 4Gb/s and now to 8Gb/s Fibre Channel HBAs so we can reap the benefits moving data quicker and more efficiently."

Benefits

- ✓ ATTO's technology helped to facilitate higher bandwidth transfers
- ✓ ATTO's 8Gb Fibre Channel HBA's helped Starz Animation Toronto to "smooth" the workflow —saving an enormous amount of time
- ✓ ATTO's robust products have been tested to ensure compatibility and interoperability with multiple types hardware and operating systems

Conclusion

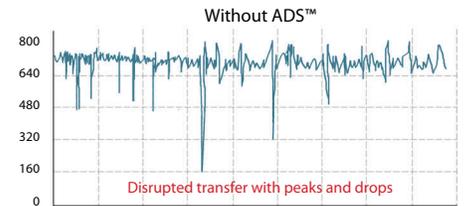
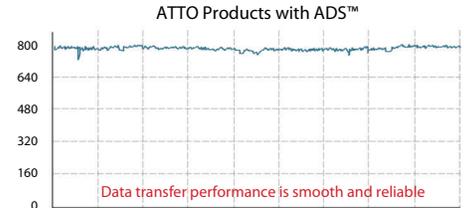
Starz Animation Toronto is now able to handle very large data sets of full high resolution uncompressed imagery and has the ability to produce advanced state of the art animation projects more quickly and efficiently than ever done before.

Companies Involved

ATTO Technology, Inc. is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of end-to-end solutions to help customers better store, manage and deliver their data. With a focus toward markets that require high performance, ATTO manufactures host adapters, RAID adapters, bridges, RAID storage controllers, and management software. ATTO solutions are based on providing a high level of connectivity to all storage interfaces including SCSI, SATA, iSCSI, SAS and Fibre Channel.

Starz Animation Toronto, located in Toronto, Ontario Canada is Canada's leading high-quality digital animation studio. Starz Animation Toronto, provides major Hollywood studios and independent producers alike with world-class computer-animated content for feature films, DVDs, television series, commercials, visual effects and shorts.

Advanced Data Streaming (ADS™)



Best in industry data transfers

Products used in solution for Starz Animation:

- ATTO Fibre Channel HBAs
 - Celerity FC-42XS
 - Celerity FC-44ES
 - Celerity FC-84EN
- Avid® Adrenaline suites
- Unity® Shared Storage
- HP® 8600 Workstations
- SGI® Altix® XE250 Server



**Fibre Channel Host Bus Adapter
Celerity FC-84EN**