



Capturing movie moods

Dots Techno-Creative Solution Pvt. Ltd. unleashes the creativity of film and broadcast editors through the processing power of AMD FirePro™ professional graphics.

From raw images to crafted cut

In the language of film we all recognise the visual and auditory cues that signal a particular mood, such as music that induces a tingling sense of fearful anticipation. What we may miss is the subliminal influence of colours. A warm red/orange hue can exude a feeling of happiness whilst a blue high-contrast image can create a sense of gloom or loneliness.

A critical component in film making, the post-production process provides an opportunity to establish atmosphere and style through sound, special effects and colour balancing. Decisions made in these stages are decisive contributors to the end result.

DOTS Techno-Creative Solution Pvt. Limited, based in Mumbai, designs, specifies and supplies the hardware and software required for professional colour-grading suites used by the film, broadcast and, video post-production industries. It is a reseller for ASSIMILATE Scratch, which develops professional software products for editing dailies, colour grading and finishing.

With extensive experience as creative editors and composers, the company's directors bring real-world knowledge as well as business understanding to the projects they deliver for their customers. "We are not just another solution integrator, providing pre-set systems," said Yogen Rai, director. "We configure hardware requirements to suit the needs of our customers and the software applications that they want to use, not the other way around. On a typical job we might be asked to provide a colour grading solution, a storage solution and one or two editing solutions."

CUSTOMER:

DOTS Techno-Creative Solution Pvt. Limited

INDUSTRY: Broadcast, Media & Entertainment

BUSINESS OPPORTUNITY:

- Deliver customized but cost effective and reliable editing, color grading and finishing suite solutions

SOLUTION:

- AMD FirePro™ professional graphics with technical support for customised hardware and software setups

BUSINESS IMPACT:

- DOTS Techno-Creative delivers real-time processing power editors need
- An effective hardware solution at an affordable price for customers
- Reliable technical support that helps ensure business continuity for end-users

AMD FIREPRO™ W8000 PROFESSIONAL GRAPHICS FAST FACTS:

- 6GB GDDR5 memory for responsive application performance
- Ability to drive up to four displays at once¹, as a single large desktop or individually
- DisplayPort 1.2 support to achieve display resolutions well beyond HD
- Multi-stream hardware H.264 HD encoder for power efficient and quick video editing
- DirectGMA support enables low latency peer to peer data transfers

Handling heavy files

The enthusiasm for cinema and broadcasting across India is driving huge demand for high-quality digital solutions for post-production. As a result DOTS team is extremely busy. With the industry constantly evolving it is a challenge to stay on top of the ever-changing technology options; deploy the correct workflow solutions; configure hardware for various software applications and optimize each solution within budget. The one constant for the experts at DOTS is that they always recommend and provide AMD FirePro™ professional graphics.

“The biggest difficulty for our customers is manipulating raw image formats in extremely high resolution, which means their systems are always resource hungry as they load and play these heavy files. They really do need processing power, especially as the number one priority is real-time play back,” asserted Rai. “If raw footage that was shot at 24 frames per second can only be played at 12 frames per second, for example, it gets very difficult to assess a scene effectively.”

He describes the second priority as the ability to create a mood, for example by adjusting colours. “The emotional effect of a frame is a critical consideration during the colour grading process. A colourist needs to pause and look at a frame, work on it then play it back again and again. It is not only about the “cool” tools provided in the software. The hardware needs to effectively and equally complement these tools, equipping artists with the ability to leverage such tools to complete the final look of a project.”

Fully in the creative flow

For DOTS, the answer is AMD FirePro™ professional graphics. “We recommend and deploy AMD FirePro™ W8000 cards most often. Depending on the project size, we also recommend AMD FirePro™ W7000 for smaller scale projects and the AMD FirePro™ W9000 when even more memory and graphics performance is required. Because these cards provide consistent, real-time play-back of raw files with most software, artists gain the power and satisfaction of achieving the right look and a sense that they are a star in their own right,” said Rai. AMD FirePro™ professional graphics are a

permanent feature in the quotations sent out to our company’s prospects.

It is not only the company’s customers who benefit. “From our perspective the technical support we receive from AMD is fantastic,” stated Rai. “Every new customer has a distinctive set up, with different types of equipment and technology that may not have been used together before. In addition we constantly have to negotiate software and driver updates. Inevitably we end up seeing some conflicts and when we cannot resolve an issue we simply call AMD and we have it sorted in a couple of days... if not hours. Once we even had AMD technical support stay up all night to help us out. We’re given excellent support when we need it, by email, phone or in-person. This is why we prefer to use AMD professional graphics cards.”

Rai concluded, “We have found a great product and a knowledgeable team that is perfect for the price sensitive regional markets of India. This combination from AMD is helping us to position our company and grow our business through bigger contracts.”

“We tested AMD FirePro™ graphics cards in our lab and found them to be brilliant; the product our customers needed at a price they could afford. Providing value for every dollar spent, AMD FirePro™ professional GPUs enable artists to spend precious billable hours productively experimenting with their creativity for the benefit of their clients.”

Yogen Rai, Director, DOTS Techno-Creative Solution

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AMD Eyefinity technology supports up to six DisplayPort™ monitors on an enabled graphics card. Supported display quantity, type and resolution vary by model and board design; confirm specifications with manufacturer before purchase. To enable more than two displays, or multiple displays from a single output, additional hardware such as DisplayPort-ready monitors or DisplayPort 1.2 MST-enabled hubs may be required. A maximum of two active adapters is recommended for consumer systems. See www.amd.com/eyefinityfaq for full details.

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