

Make agility the star of your production

Boost media and entertainment efficiency with HP Anyware



New production-enhancing technologies like HP Anyware give M&E firms an advantage when working with VFX and animation, helping them stay flexible, retain talent, and collaborate with ease.

Media and entertainment (M&E) companies need to be nimble to meet production deadlines and seize opportunities around the world. But with hybrid work increasing, getting the powerful tools that M&E firms need for visual effects (VFX), as well as graphics-intensive 3D applications, into the hands of top animators, directors, and producers can be cumbersome and costly.

That makes remote display solutions essential for creative professionals who require a high level of graphics

performance. With talent scattered across the globe, artists are able to work from any endpoint device they choose—desktop, laptop, Chromebook, tablet, Zero Client, or thin client—by accessing remotely hosted applications on in-office workstations.

The portability and accessibility of consumer equipment like laptops allow artists to do their best work wherever inspiration strikes. And because centrally run software applications prevent data from ever leaving your data center, IT teams can trust client confidentiality, Motion Picture Association of America (MPAA) best practices, and other data compliance standards are maintained.

Most importantly, because creative content never leaves the data center, the risk of being intercepted or leaked and potentially undercutting box-office revenues is drastically reduced.





What to look for in a digital workspace solution

For animators and digital artists to do their best work, they need real-time, responsive, visual interactivity that mimics the experience of working in-person on a modern workstation.

When evaluating digital workspace solutions, you should look for technologies that deliver pristine color accuracy, lossless reproduction of text, and multi-monitor support—regardless of network conditions, as home internet connections tend to be inconsistent.

HP Anyware delivers accessible, remote access to a wide array of VFX, animation, and AV sync applications, as well as photorealistic finishing, grading, and rendering. The PCoIP (PC-over-IP) protocol secures and supports projects at every phase—from preproduction to postproduction.



DNEG

VFX, animation, and stereo conversion



Problem

DNEG's under-desk workstations had plenty of power for the high-caliber VFX they're known for—but were costly, noisy, and hard to move quickly into a new space. To set up teams of artists right away in remote locations where there's opportunity for work or local tax incentives, they needed a more mobile, less bulky solution.



Solution

PCoIP zero clients

HP Anyware leveraging the PCoIP® remote display protocol

PCoIP remote workstation cards



Result

Now, DNEG can set up shop wherever their work happens, simply and quickly, without expensive power supplies and cooling systems. Artists access virtual workstations from anywhere, on any device, at any time, with precise color accuracy. Sensitive files are protected by fully encrypted pixel-only transfer.



Help your M&E company take center stage with HP Anyware

Here are a few of the benefits HP Anyware can bring to your hybrid M&E teams

It helps you stop leaks and stay MPAA compliant

Spoiler alert: Nothing ruins a big ending like an ill-timed leak before the big premiere. With HP Anyware, you'll conform to MPAA best practices and other data compliance standards by securely isolating media assets and making them accessible only from authorized network endpoints as an encrypted stream of pixels. Because media files are never downloaded to endpoints, you help keep your intellectual property (IP) secure, which reassures your clients.

It gets two thumbs-up from remote users

PCoIP® remote display technology dynamically adapts to LAN or WAN network conditions in real time, so it's seamless to use. Artists can easily access go-to editorial and VFX apps configured for multi-monitor 4K, UHD, and full-frame-rate 3D graphics—without blocky compression artifacts. Plus, tools critical to M&E work, like Wacom tablets and pen displays, integrate effortlessly with near-imperceptible interactive latency.

It helps your creative applications—and budget—perform

Give your creative apps a boost by consolidating your graphics workstations alongside existing cloud storage and render farms. HP Anyware can help you save big on equipment, logistics, and support for multiple offices or remote contractors via a central location or the public cloud. Plus, it's fast and simple to deploy on almost any combination of infrastructure, host environment, endpoint device, and operating system.

It lets you write your own cloud story, on your terms

HP Anyware supports virtually any mix of private or public cloud environments; Windows, Linux, or macOS virtual desktops; and GPU- or non-GPU based infrastructure. It plays a big part in cost-effective hybrid deployments, bridging on-premises and public cloud workstations and keeps costs in check by powering resources up and down as needed—so you'll never pay for connections that aren't in use.



It sets you up for success in a public cloud future

Downtown data centers help underscore high performance, but the expensive real-estate bills that come with them increasingly aren't worth your budget. HP Anyware lets you connect with enterprises that have access to on-demand cloud workstations at incredibly low latencies—with performance rivaling even campus networks.

It makes it easier to grow your global talent pool

With HP Anyware, your overseas expansion plans won't require an overhaul of IT infrastructure. Make recruiting and working with top international talent easier—wherever they are—to take advantage of out-of-state tax credits, either across borders from your data centers or via a public cloud facility in a different region.

About our technology

HP Anyware leverages PCoIP® remote display technology to deliver a high-definition and highly responsive computing experience through the most challenging network conditions.



PCoIP technology was invented in 2004, and although it has been imitated, PCoIP technology continues to reach new heights.



PCoIP® encodes, compresses, encrypts, and transports image pixels from a central server or workstation.



It then decrypts and decompresses the image for users to interact with on any endpoint.

No business information ever leaves your secure cloud, data center, or workstation.



Atomic Cartoons

Animation studio



Problem

With more than 1,000 employees across three locations and endless remote locations, Atomic Cartoons has plenty of action to direct. But coordinating employees and moving physical towers amid strict production deadlines and security standards were causing headaches, slow transitions, and lost productivity.



Solution

HP Anyware leveraging the PCoIP® remote display protocol

Rack-mounted workstations

PCoIP Zero Clients



Result

Productivity accelerated as onboarding time went from months to weeks. Animators, directors, and producers working remotely can quickly connect 1:1 to in-office workstations and enjoy the same application experience they have in the office. Collaboration between internal teams has also improved, and because no data or in-process creative work ever leaves the safety of the corporate network, studio clients are confident their IP is secure.



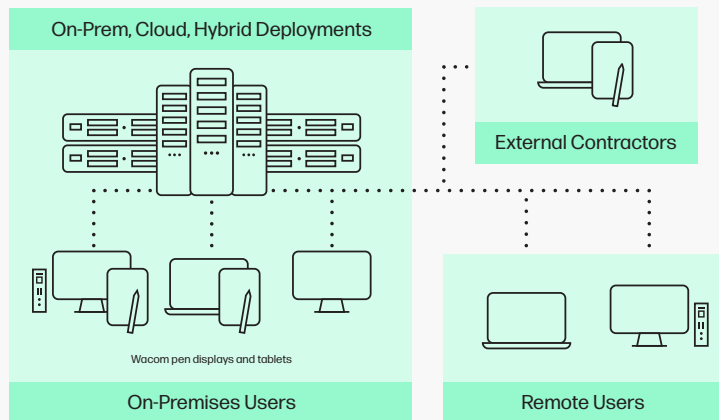
How PCoIP remote display technology works

Not every remote display technology deserves top billing

If you've ever accessed a digital workspace, you've likely encountered a PCoIP protocol. The PCoIP protocol was originally developed by Teradici—now part of HP—so HP Anyware users get the benefit of licensing the software directly from the people who created it and are best equipped to support it. Built on the same technology that won both Teradici and HP an Engineering Emmy® in 2020, HP Anyware creates a color-accurate experience, multi-monitor support and dynamic network adaption that sets it apart from its competitors.

PCoIP uses advanced display compression to allow digital artists to remotely access on-premises workstations or virtual machine instances in local data centers or public clouds from a range of devices. While other technologies burden network and compute resources, PCoIP® remote display technology offers a working experience that's nearly indistinguishable from being in the office, whether you're 10 or 1,000 miles away.

PCoIP® remote display technology streams only encrypted pixels to an end user's device, keeping all data within the confines of the corporate network, cloud, or data center. Internet traffic is secured with AES-256 encryption, which meets the highest level of security standards required by governments.



Virtually...

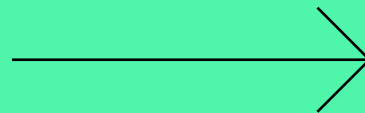
ANY host environment

ANY endpoint device

ANY operating system

ANYWARE

LEARN MORE AT [HP.COM/ANYWARE](https://hp.com/anyware)



 Anyware

HP Anyware requires network access. HP Anyware supports Windows®, Linux®, and MacOS® host environments and Windows, Linux, MacOS, iOS®, Android®, and Chrome OS® end-user devices. For more on the system requirements for installing HP Anyware, refer to the Admin Guides at: <https://docs.teradici.com/find/product/cloud-access-software>

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