



RYOT

RYOT IS ACCELERATING THEIR VISUALIZATION WORKFLOW WITH 5G AND SILVERDRAFT

RYOT is an immersive media company focused on innovative entertainment to revolutionize the next generation of content creation, leveraging Verizon's 5G technology. Nigel Tierney is the Head of Content for RYOT and has recently built the first-of-its-kind 5G studio, leveraging the High Performance Silverdraft Demon Workstations and Rack Mount Systems.

"SILVERDRAFT OFFERS A VERY PERSONALIZED CONSULTATION TO REALLY DIG IN TO YOUR CHALLENGES. THAT LEVEL OF COLLABORATION IS COMPLIMENTARY TO WHAT WE ARE TRYING TO DO." - NIGEL TIERNEY

Can you describe how your team has deployed some of the most advance technology in the industry to push the development envelope?

Tierney: My background is mainly from traditional animation, spending 9 years as a technical director at Dreamworks. People really care about the visual fidelity around the image and we wanted technology to serve the purpose of creating great stories. When I joined Verizon, I really felt like there was a huge opportunity with 5G. The thought of that next revolutionary step in technology really supporting the next iteration of story telling, having a truly transparent transformation from doing 2D to AR to VR. So we wanted to build a team of creative talent who really cared about story telling, and cared about beautiful high quality imagery. We knew we needed not just incredibly talented engineers, but we needed high performance computing and a high performance technical pipeline to be able to support the 2D, AR, and VR content we are creating.

What is your single biggest challenge when it comes to compute?

Tierney: The biggest challenge we have is finding perfectly optimized hardware for a specific task. As we are trying to solve huge things just from a pipeline perspective and an execution perspective we don't fully realize what we would need until we kind of sink into that. Working with Silverdraft has been great because they understand what our team needs to be able to structure hardware that is optimized to accelerate our pipeline and specific tasks.

What has Silverdraft provided that the competition was lacking?

Tierney: Silverdraft offers a very personalized and high quality initial consultation to really dig in and I think that level of collaboration, compassion and empathy is complimentary to what we are really trying to do. And then the support level they provide is really top notch. They continually check in to making sure we stay on the cutting edge of technology.

How are you pioneering the next generation of AR Experiences that take advantage of 5G?

Tierney: With 5G you get high throughput but also low latency. 5G also gives you an opportunity for mobile edge computing. We need high computing power to be able to compete in the 5G ecosystem as it reaches scale. We have a variety of brands under the Verizon Media ecosystem and we want to make AR available in all those brands (yahoo news, yahoo sports, etc). We are creating an SDK or toolkit solution to provide content for those outlets. We built a high volumetric and motion capture stage and pipeline to be able to support the creation of content for AR,VR, or 3D content.

How are you embracing the rate of technology change as opposed to being hindered by it?

Tierney: A huge focus for us is to maintain relevancy. We need to be understanding of what type of data are we are going to be sending over the network, how are we going to process and compute that data, and how are we going to interact with that data from an artist perspective all the way to a consumer. How is a consumer going to interact with that data. Because of that, we have to be very non-committal as we play very much on the edge. We have to remain super nimble. All of our Silverdraft hardware is very plug and play so we can swap it in and out as needed.

What do you love about Silverdraft and how has Silverdraft provided the most impact in your workflow?

Tierney: The biggest impact to the workflow and what we enjoy is how open Silverdraft is to working together- it's a very collaborative experience. Silverdraft reverse engineers to solve our challenges. They find out what we want to do and then build the compute solution around that rather than just selling us hardware. Silverdraft takes the guess work out of spec'ing hardware. We were very quick to see that trust build up in their expertise.



When creatives demand best in class rendering performance, the number one VR experience on the market, or world-class content creation and VFX, the Silverdraft Supercomputing Devil and Demon are the answer.

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AN INNOVATION STUDIO OF THE FUTURE



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