RW Hawkins, Storage Systems Engineer, Panasas, Inc.

TITLE

Creating immersive content experiences using the latest VFX and VR workflows and technologies - Case Study: The California Academy of Sciences

ABSTRACT

The data-intensive computer graphics rendering and image processing required for new AR and VR productions takes the requirements of the traditional visual effects (VFX) pipeline to a new level. These artists demand powerful processing of complex assets with higher resolution, higher dynamic range and higher frame rates than ever before. In a world where media production teams are constantly pressured to deliver higher quality content faster, and support new production and distribution technologies that drive differentiation and enhance productivity, a modern, scalable storage infrastructure is not just a recommendation - it is a necessity.

This talk takes a look at what it takes to create this new immersive content, drawing on industry experience working with early adopters such as San Francisco's California Academy of Sciences. New technologies such as 360 degree camera capture, photogrammetry, and real time rendering put new demands on storage. Immersive experiences driving multiple screens for head mount displays (HMD) and multiple stitched projectors require media formats two to six times higher than that of the typical film. We will examine the workflows and tools deployed by VFX studios, gaming studios and leaders in the immersive content space to produce their incredible content using a data storage infrastructure built to accommodate parallel creative activities, high resource demands from multiple sources, and huge data workload spikes in a 24/7 environment.

BIOGRAPHY

RW Hawkins is a Storage Systems Engineer at Panasas. He has more than 10 years of experience in developing requirements, architecting workflows, and implementing solutions for technology companies in the high-performance computing, VFX, and EDA industries.