

DreamWorks Animations: Over the Hedge

Pushing the boundaries of technology



Ed Leonard, CTO, DreamWorks Animation

Technology plays a critical role at DreamWorks Animation and our partnership with HP allows us to have a tremendous resource, not only in services, in hardware, but as a true partner in enabling our technology solutions for our filmmakers. (02:05:07)

Jeffrey Katzenberg, CEO, DreamWorks Animation

I don't think we would be where we are today as an innovator and as a leader in, you know, visual effects and technology were it not for the incredible support that we have and continue to get from HP.

Narrator

DreamWorks Animation has partnered with HP Services – to push the boundaries of technology and create cutting-edge computer-generated animation. For the newest DreamWorks' release, *Over the Hedge*, HP supplied the power behind the studio's creative vision.

Tim Johnson, Director, DreamWorks Animation

Over the Hedge is a computer-animated picture. It imagines what it might be like if you're an animal that woke up after five months of hibernation and discover half the forest is gone and a suburb has been built in its place.

Ed Leonard

The business of filmmaking is a very dynamic environment where technology changes every day, as does the aspiration of our filmmakers. And our partnership with HP really allows us to know what's the latest and greatest technology, be able to embrace that and bring it to life on screen.

Kathy Altieri, Production Designer, DreamWorks Animation

You know, in the beginning of *Over the Hedge* we had no idea if we'd be able to come up with the film that we had envisioned technically. We were asking for a lot.

Craig Ring, Visual Effects Supervisor, DreamWorks Animation

At DreamWorks animation we really have a mandate to push the state of the art, to really be at the forefront of what is possible. And that requires us to take risks. If we planned on finishing the film with the computing power when we start three or four years in advance, they wouldn't be state of the art.

Kathy Altieri

I personally had no idea if we'd be able to pull it off. As it turns out, three years later, everybody came together and what we have is more than the vision that we originally started with.

Richard Lee, Applications Systems Architect, DreamWorks Animation

Here at DreamWorks Animation / they're all about / being creative and pushing the envelope / and doing things different that the industry has never seen before. / and we as an IT department have to keep up with those demands // HP has come in and helped us from the end-to-end solution, both on our hardware, our infrastructure, our software development.

Ed Leonard

HP's consulting and integration provides us with a rich resource to extend our existing IT infrastructure. They provide us with services, not only for traditional IT transition services, such as migration to HP's SOA architecture, but also in designing our next generation high dense super compute infrastructure that enable our animated films to come to life.

Graphic bumper: Service-oriented architecture

Richard Lee

HP's consulting and integration services came in and / designed, developed, and implemented our SOA architecture.

Jeff Gelb, Data Center Manager, DreamWorks Animation

SOA is very important to us. It / really allows me to be flexible. It allows me to respond to the ever-changing kind of business needs that happen / on a daily basis sometimes around here.

We've been able to save primary data center space, / removing servers and hardware out of our data center and freeing up space for render farm, which is really what drives the company, / and making pictures is what we're all about.

Jim Mainard, Head of Research and Development, DreamWorks Animation

One way to measure complexity on our films is the number of hours of rendering required. *Over the Hedge* is tracking to more than 15 million hours of rendering. To put that into perspective, a complex movie like *Shrek I* had less than half of that.

Graphic: 15 million hours of rendering

Ed Leonard

Implementing HP's service-oriented architecture allows us to get our / critical business functions done but focus most of our technology and IT resources on enabling great films.

Graphic bumper: Partners in innovation

Jeffrey Katzenberg

One of the things that's been really fantastic about our partnership with HP is the fact that they're able to keep up with, if not stay ahead of, us in terms of innovating. As we've grown and our needs have become more complex and our demands have become greater, HP has been there every step along the way as just an amazing partner.

Ed Leonard

HP and DreamWorks has had a long history of a great relationship. And as we look to the future, I can only imagine continuing to leverage the resources and infrastructure of HP to help us bring great movies to life at DreamWorks.

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01/2006