

White Rose



A Thirst For Rendering Capacity

**Richard
Gascoigne**

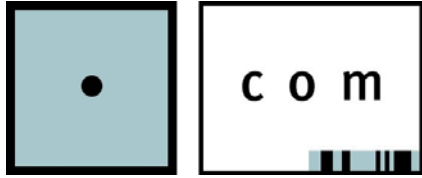
Director of Sales &
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www.dotcomimaging.com



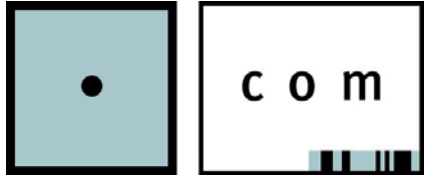
Introduction

- **About Dot Com Imaging**

- Established in 1996 as Pixel Imaging Ltd
- Provided 3D Graphics, Animation & programming for [Film](#), TV & Gaming industries
- Internet in 1998 and launched Dot Com Imaging brand
- Large infrastructure investment (Telehouse)
- Corporate clients through marketing companies

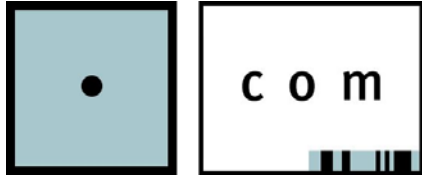
- **Our Services**

- Web development
 - SME through to enterprise
- Internet solutions
 - Hosting
 - Email
- Creative services
 - 3D & Visualisation
 - Print & Design



Why Dot Com Imaging?

- Why we're stood here today.....

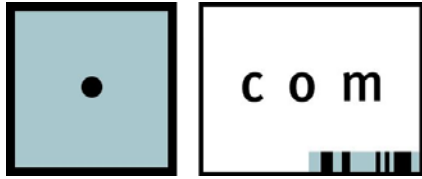


What is rendering

- The process of taking a representation of geometric objects within a 3-dimensional space stored within a computers memory and producing a final image – the render.

[<Example Image>](#)

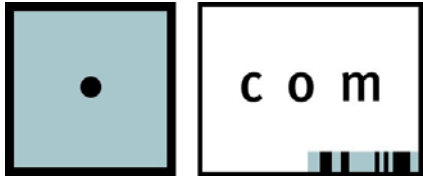
- Realism of the render and “photo realism”



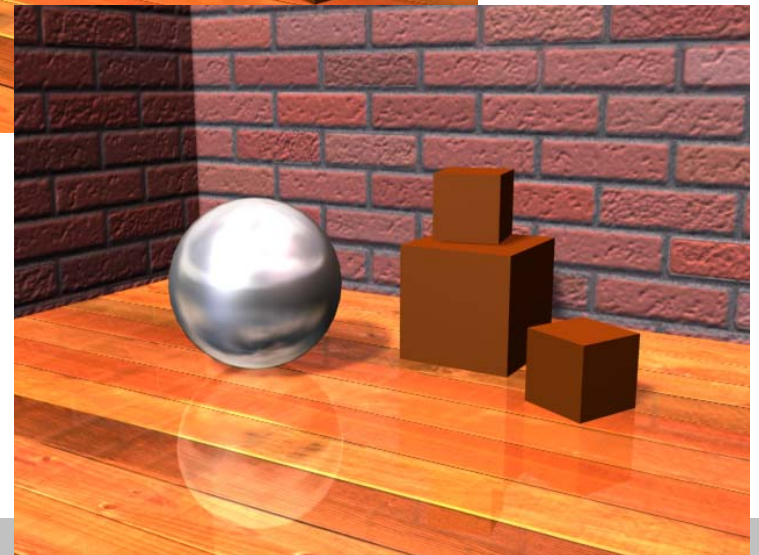
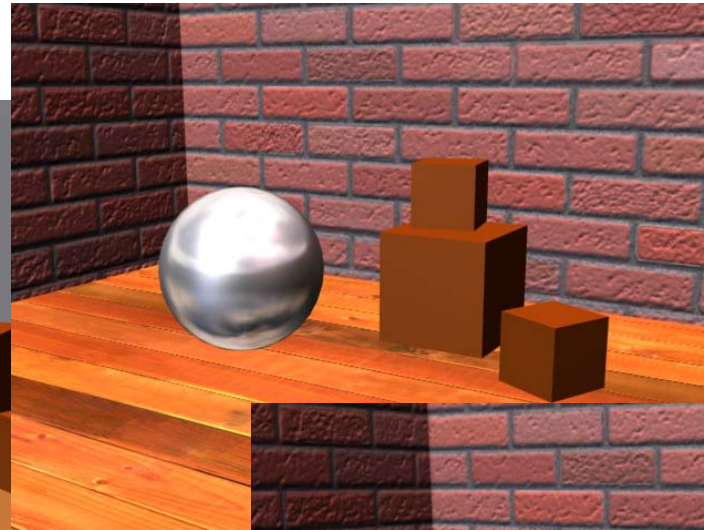
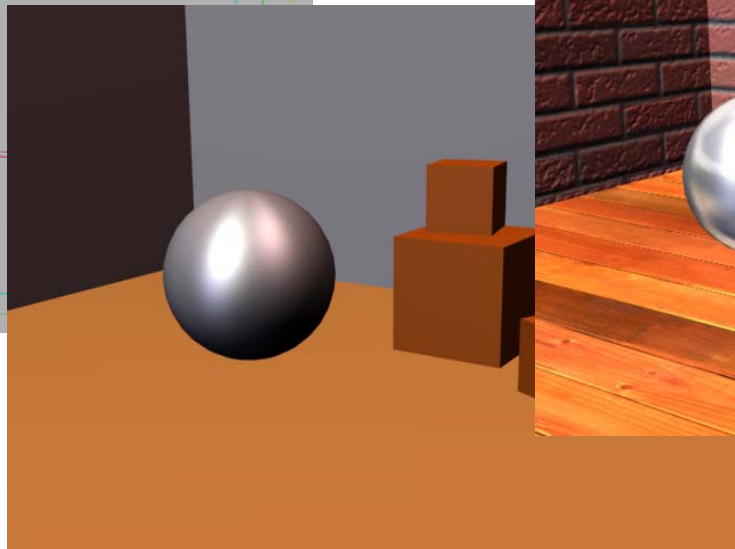
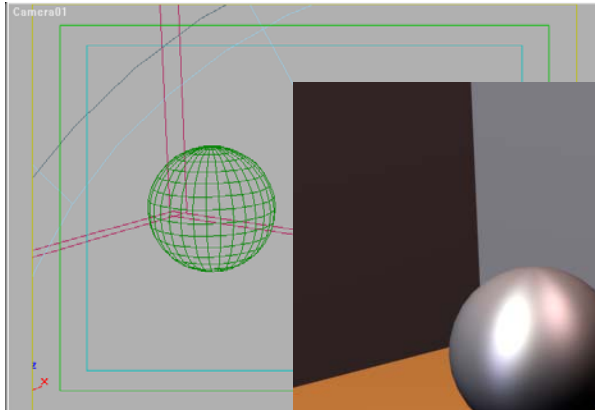
The Thirst...

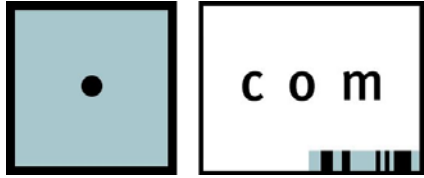
- TRON was one of the earlier films – using a state-of-art “CRAY” super computer, generating simple line renders. Surpassed now by our desktop machines.
- The need for more accurate representation, complexity and quality grows significantly (Toy Story) – the costs therefore are exponential.....





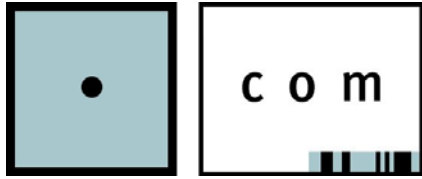
Render times & resulting imagery





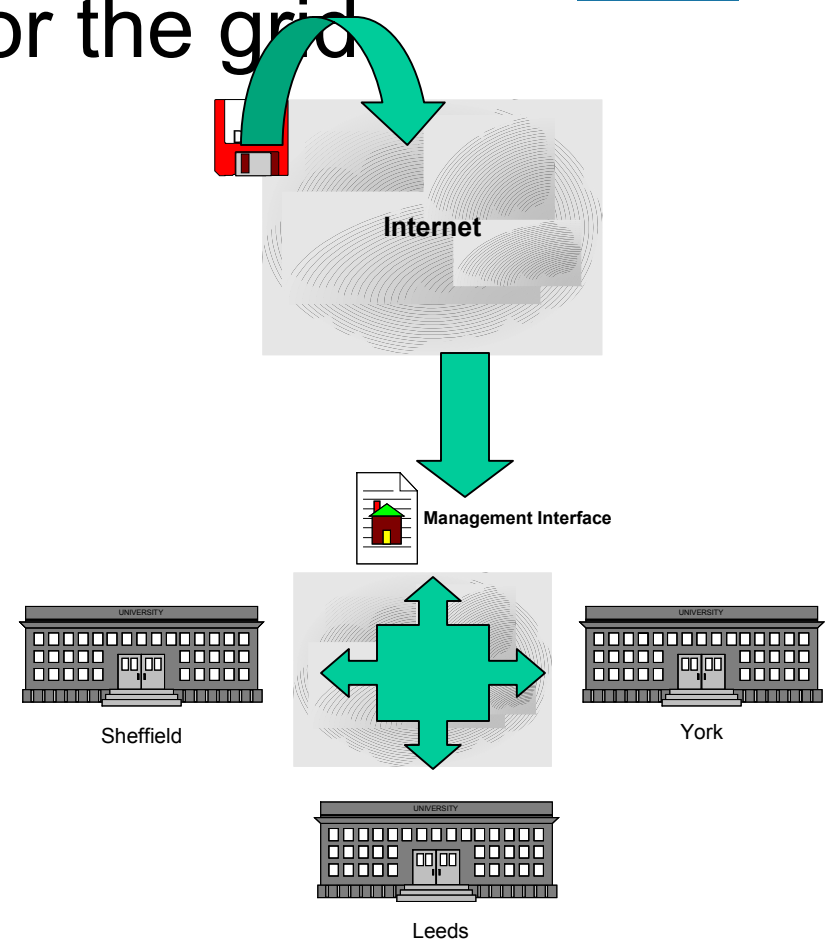
Why the need for increasing render capacity?

- As realism requirement increases, so does the complexity of the 3D data produced
- As data increases, so in turn does the time to produce the renders
- As the time increases, so does the costs



Our vision for the grid

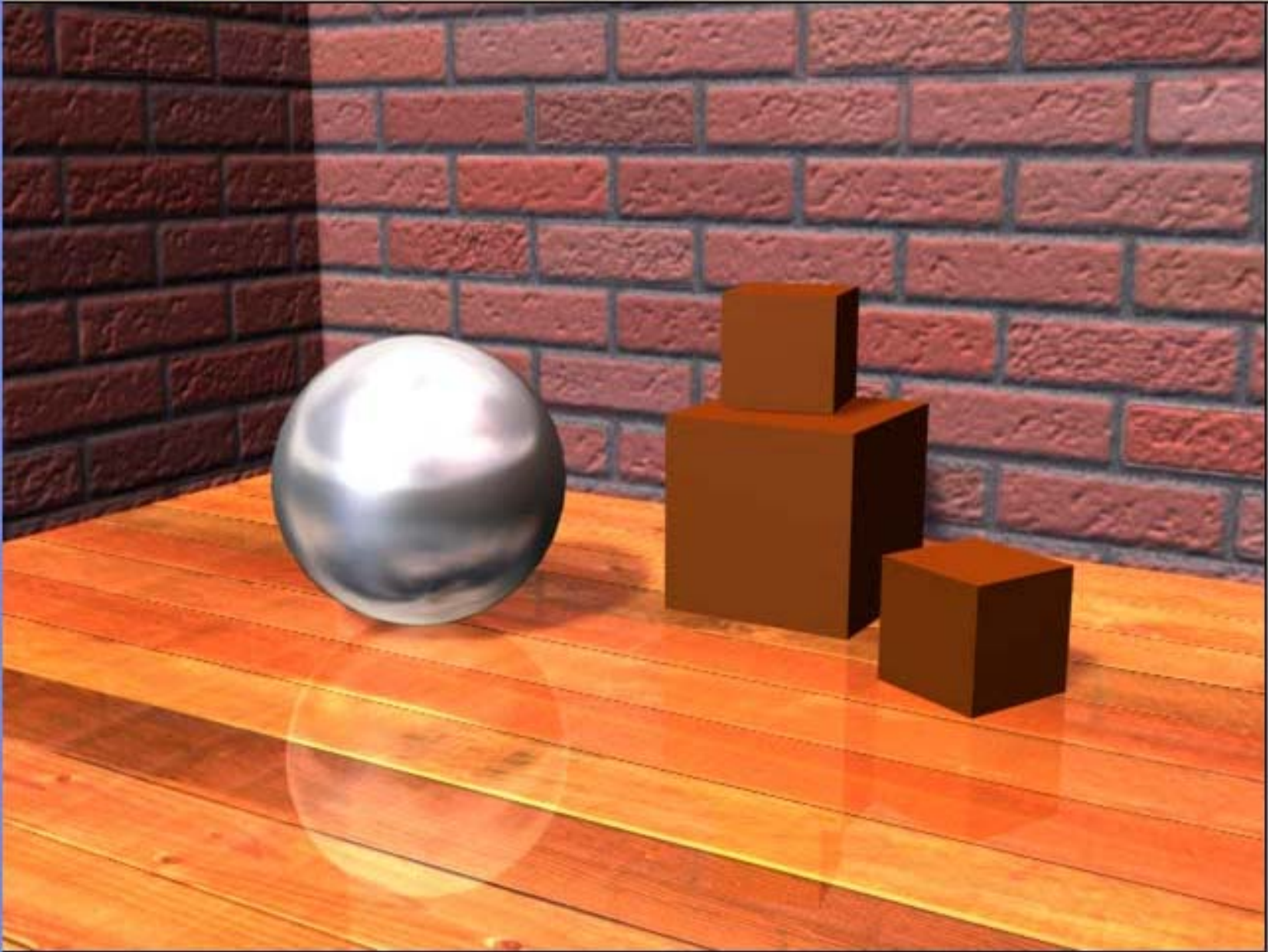
- Connect a 3D job management system via the Internet to the grid.
- Users then submit and manage their own render jobs utilising the power of the super-computational grid.

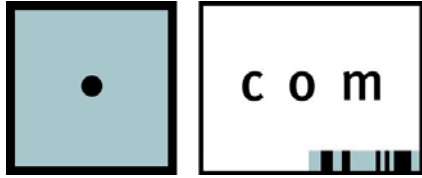


Camera01, frame 0 (1:1)



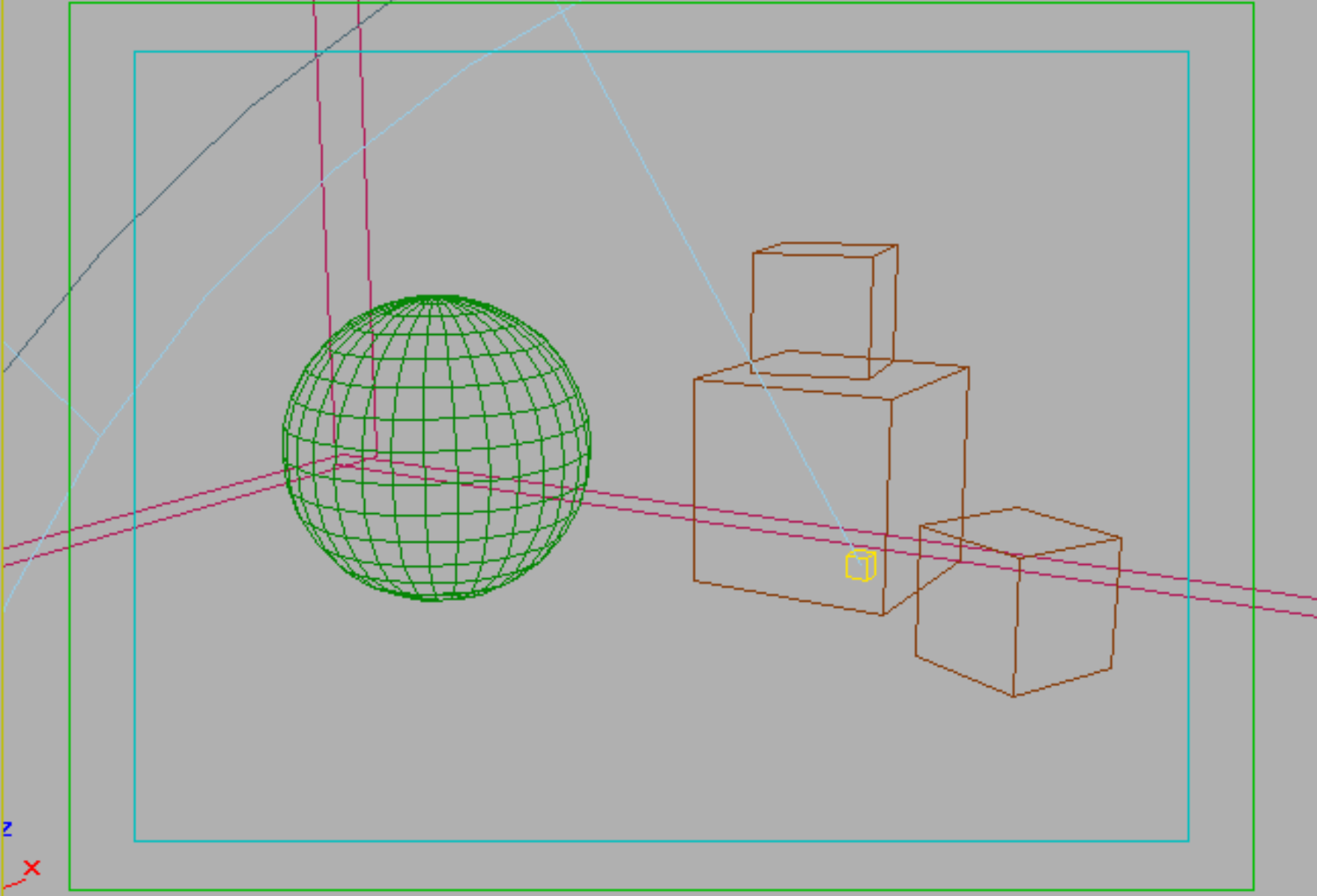
Render control toolbar containing icons for file operations, a color selection palette with red, green, and blue buttons, a sphere icon, a grey circle, a close button (X), a dropdown menu currently showing "RGB Alpha", and a white square icon.





Thank you

Any Questions?





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19 February, 2003