



When Bob Parsons decided that he wanted to bring world class production capabilities to Arizona, he turned to DigitalGlue and Silverdraft to lead the way

BACKGROUND

Located in North Scottsdale, Arizona and encompassing more than 15,000 square feet, SNEAKY BIG STUDIOS is one of the largest, most technologically advanced production/post-production facilities in the Southwest. The studio offers full production, post-production and recording studio services including editorial, visual effects, color finishing and audio- in one location. SNEAKY BIG is an ideal setting for projects ranging from television and commercial production and post-production, to audio recording sessions, web/media production, corporate/training and music videos, photography and events.

From the outset, founder Bob Parsons - philanthropist, entrepreneur, and marketing trailblazer with credits that include GoDaddy and the YAM Worldwide Inc. group of companies, was determined to “build the best” with a full menu of capabilities and services to rival studios in New York or Los Angeles.

“My goal is to always build the best, and the technology and equipment we have at SNEAKY BIG is the most advanced in the world.”

- Bob Parsons



Armed with a concept and location, but little else, SNEAKY BIG’s team approached DigitalGlue- veteran industry systems integrator, equipment reseller and software developer- to serve as their primary technology contractor. DigitalGlue was given carte blanche to design, build and equip the facility’s technical framework, from concept through workflow configuration, equipment choices, and everything in-between.

In August 2016, the public got its first peak at a facility that comprises a 4,000 square foot production stage for large projects (plus a mini stage for smaller jobs) complete with tandem eight-operator production and audio control rooms. The facility also features extensive post-production capabilities, including a full color correction suite, and a recording studio. The facility incorporates best-of-breed equipment, custom software, IP connectivity and sophisticated, flexible 4K- ready systems for a future-proof infrastructure.

Hollywood has arrived in Arizona!

THE CHALLENGE

Once the production ends, the true magic begins.

SNEAKY BIG wanted to offer clients the most extensively furnished post-production spaces available anywhere, each built-out with the latest technology, and designed for maximum efficiency. From the beginning, the team was determined to incorporate the entire gamut of post-production systems clients would want. DigitalGlue was tasked with sourcing computer systems capable of powering the ultimate post experience for SNEAKY BIG's clients. The graphics performance had to be stellar to support real-time 4K client-supervised sessions.

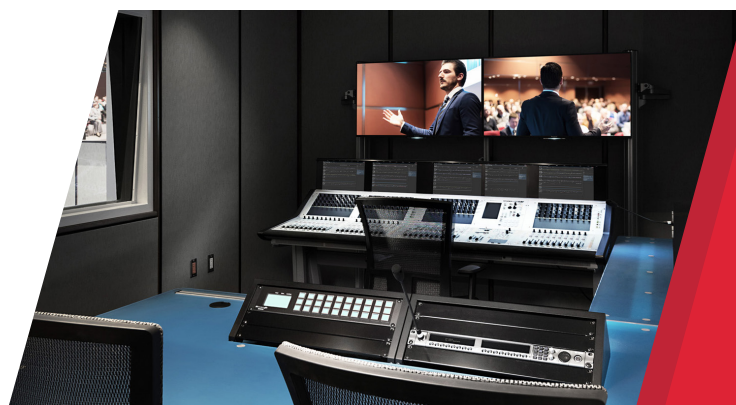
The answer was Silverdraft.

SOLUTION

Silverdraft knew exactly what SNEAKY BIG needed. Unlike other hardware vendors, Silverdraft has a long history with the Media & Entertainment industry and designs custom solutions that provide superior performance specific to the individual client's applications.

Each of the five editing bays and the color correction suite was outfitted with a Silverdraft Demon Ultra-workstation, optimized for best of breed software, including: Adobe Premiere Pro video for editing media in its native format, Blackmagic's Fusion for advanced VFX compositing, Adobe's After Effects for motion graphics and VFX, DaVinci Resolve for color correction and the Autodesk video suite including Maya, 3DS Max, and Flame.

"We had worked with Silverdraft previously and were impressed by the company's ability to customize their systems to meet customers' specifications," said Nick Anderson, product manager, DigitalGlue. "The Demons have performed brilliantly. They are the centerpiece of the studio and the heartbeat of the prestige post experience that SNEAKY BIG has built their brand on."



WHAT'S INSIDE

The Silverdraft Demon is designed to provide unparalleled price-per-performance across media and entertainment applications, delivering the perfect balance of CPU and GPU and power for artists fueling both creativity and productivity. For the DaVinci Resolve and VFX suites, Silverdraft designed dual-Xeon powerhouses with up to 4 NVidia GPUs to dramatically speed up rendering and boost UI performance. Meanwhile, the systems optimized for Adobe CC boast over-clocked, liquid-cooled Core i7 processors with dual GPUs.

Optimized for:

- Adobe Premiere Pro
- Autodesk Video Suite including: Maya, 3DS Max, and Flame
- Blackmagic Fusion
- Adobe's After Effects
- DaVinci Resolve

ABOUT DIGITALGLUE

DigitalGlue provides equipment, integration, and software development for the production and distribution of digital video. The company analyzes clients' workflows to build optimized solutions for collaborate editing, automation, media asset management, storage, and archiving. From contribution to distribution, the DigitalGlue team works with customers to efficiently deliver their programming over fiber, cable, satellite, IPTV, and OTT.

DigitalGlue designs, integrates, and supports systems based on today's needs, yet draw from years of real-world experience to engineer a technology path for tomorrow. More information is available at www.digitalglue.com.

ABOUT SILVERDRAFT SUPERCOMPUTING

Silverdraft focuses on the use of unique supercomputing architecture to address the significant computational and processing needs of high-end rendering, VR, visual effects, and visualization. With offices in Hollywood, Boise, and Seattle Silverdraft customizes their solutions to match the workflow and creative processes of their clients. Visit www.silverdraft.com to learn more.



SILVERDRAFT
SUPERCOMPUTING

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.

ARE YOU READY TO MAKE A DEAL WITH THE DEVIL?

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