SUCCESS STORY

simplecloud
animation

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Silver
Business Partner

tres60

TRES60 is a group of businesses that cover the entire audiovisual industry value chain. The company specializes in TV and cinema production, as well as events, advertising VFX, image and sound post-production, set design, styling and television channel play out.

Over the past four decades, **TRES60** has become one of the leading studios in both national and international audiovisual markets by offering a combination of talent, creativity and technology to serve the client's imagination.

THE PROJECT

This is one of the company's greatest challenges to date. TRES60 is working on an audiovisual project about one of the three central pavilions in the EXPO Dubai 2020 Mobility Pavilion, which will be housed in an extraordinary structure designed by **Norman Foster** and will show the history of mobility, from its origins to the present day, including a specific view of potential future uses. It is a spectacular museum that combines works of all types: hyper-realistic sculptures, augmented reality experiences, exceptional sound environments, and avant-garde audiovisual pieces.

The latter are the ones that we are developing in **TRES60,** through **complex 3D processes** until obtaining the perfect finishing.

THE CHALLENGE

In this project we use a wide range of 3D programs and are always looking to find the best one to obtain the highest level of quality. The applications we use include **Cinema 4D**, **Redshift**, **Houdini**, **After Effects**, **Blender**, **ZBrush**, **Marvelous Designer**, etc.
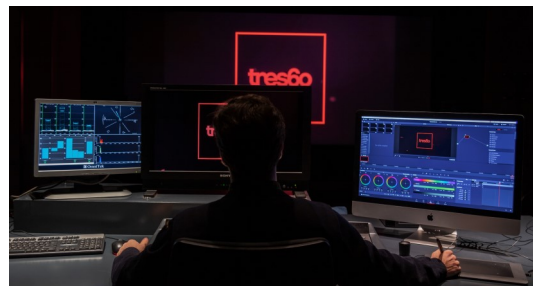
Although each element has different requirements, in this instance we mainly use Cinema 4D and Redshift and then process the content with After Effects to obtain the final render.
This piece is like 4K, but with a different aspect ratio. The animation and the final look have required an enormous computing capacity that is not available throughout the entire duration of the **3000 frames** needed.

Whilst working on the project, we had to strictly comply with the established deadlines. However, a number of events occurred that changed our delivery estimates at the last minute and meant that we did not have the computing capacity needed to honor the levels of excellence and punctuality that we had committed to given the project's characteristics and also demanded from ourselves.

THE SOLUTION

The cutting-edge elements we are developing require a range of **complex 3D processes**. Consequently, we needed both a platform that was able to provide the working environment we needed to deal with our temporary restrictions and a system that could support our project and provide the necessary **image processing capacity**.

In **SimpleCloud** we found a solution that more than met all our technical, capacity and service requirements.

Because the application is **extremely secure**, **flexible** and **easy to use**, we were able to fine-tune our project using **virtual workstations** equipped with **high graphics capabilities** and, once all the other processes were complete, the result was incredible.

> *"In **SimpleCloud** we found a solution that more than met all our technical, capacity and service requirements".*
>
> ***Aníbal Santaella***
> ***Art Director - TRES60***

THE RESULT

In order to complete a project of such magnitude where time was a crucial factor, we needed a solution that offered a **high capacity response**.

SimpleCloud was the cloud-based platform that offered us a **simple**, **secure**, **flexible** and **collaborative** way to work from **any location** thanks to the **IBMCloud** data centers. Ultimately, we were able to deliver the project on time with the level of quality required and that **TRES60** is known for, meeting all our client's needs.
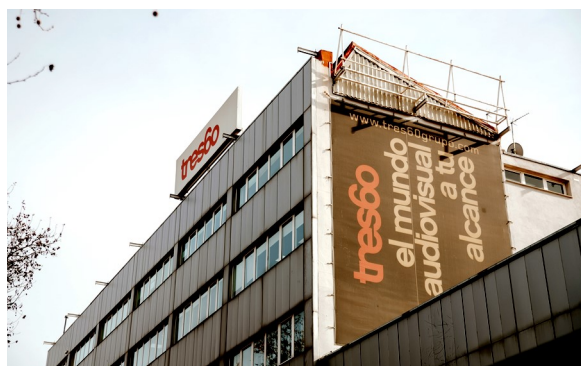
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