Weta shifting to AWS

* Weta Digital was founded by peter Jackson in 1993 , which was a popularly known creative force , collaborating on VFX for some of the highest grossing blockbusters of all time, such as Avatar and The Lord of the Rings trilogy.
* Weta has dedicated its research and development resources to develop more than 100 proprietary Technology solutions.
* Weta has been traditionally used its own data center to render its films.
* Now Weta has recently announced that its shifting all-in on AWS services cloud to further increase its capabilities.
* As they have realized that high-quality VFX and animation requires significant compute power at almost every step of the process like creating the imagery , rendering the creations and storing assets they decide to going all-in on AWS cloud.
* We know that relying on local machines or private data center will limit the capacity and even it requires maintenance which was quite costly and more time-consuming.
* Weta decided to power its artist-driven VFX and animation workflows By capitalizing on the secure , unmatched infrastructure of AWS.
* Now Weta can access compute resources as needed with Amazon Elastic Compute Cloud (Amazon EC2), including G$ instances which are tailored for digital content production and feature NVIDIA GPUs.
* AWS helps Weta for its global expansion and strengthen its local operation by enabling teams to collaborate remotely.
* Weta is also planning to integrate Machine Learning into the VFX creation process such as motion capture and camera tracking.
* Due to scalability of workloads in AWS , Weta can easily experiment with different approaches without impacting existing projects.
* Instead of purchasing specialized hardware to test software or evaluate alternate workflows , Weta can spin up virtual workstations and spin them down when the task is complete.
* With all these advantages by shifting to AWS , The company is planning to continue to use AWS beyond this singular mega-project and its sequels. With the pandemic forcing people to work remotely, Wētā in 2020 signed a multi-year deal with AWS to build a cloud-based visual effects workflow.
* The company announced that it would use AWS for its newly-formed animated division, which will create original content.