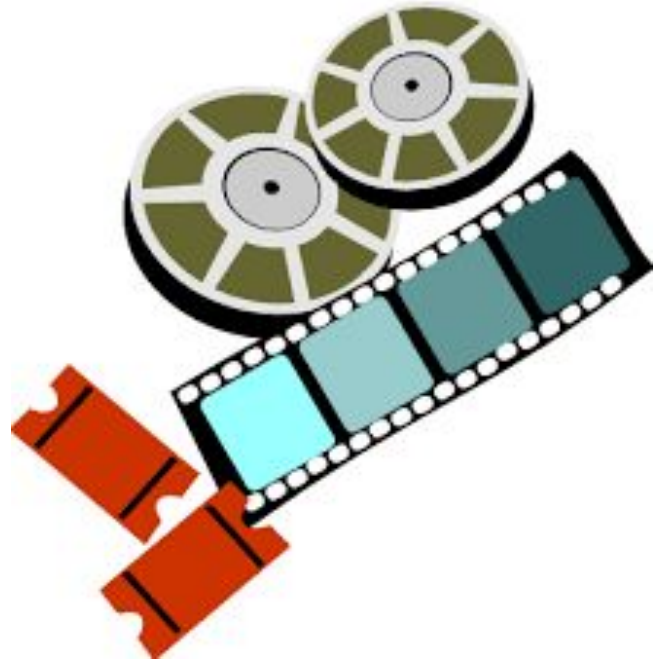# HPC in Media & Entertainment

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Introduction

In today's fast-moving world, people are quickly adapting the digital form. The greatest change is that the people who used to read news, entertainment, and other information in printed hardcopy are now using smartphones and other technologies. Thus advancements in mobile, video, and wireless technologies have ignited an explosion in the growth of streaming services.

HPC services are a boon to those industries which demand enormous amount of computing resources. Media & Entertainment is one of them. Earlier, HPC technology was quite costly, but with the new Intel chipsets in IT sector, HPC is becoming a commercially viable solution in M&E.

Theory

Media and entertainment companies use high resolution computer generated imagery (CGI) and visual effects (VFX) to render lifelike scenes in seconds. High Performance Computing (HPC) has long been used to speed media creation and delivery. In recent years, artificial intelligence (AI) has also begun creating new ways for media and entertainment companies to speed time to market and save money while offering new and improved experiences to increasingly well-qualified audiences. As AI and HPC converge, media and entertainment companies will continue to innovate on these increasingly powerful systems to bring us face to face with new worlds and ideas.

Hypothesis

In Hollywood movies we have often seen the proper use of VFX i.e. Visual Effects and CGI i.e. Computer Graphic imagery in famous movies like Marvel Studios, Disney Pixar and so on.

Considering the scenario of Bollywood movies, we have not yet seen that much progress. Still we can find some movies that we can count like Robot, 2.0, Ra.one etc.

If we advance HPC in this entertainment industry then it will improve our GDP as well as viewers will enjoy it all over the world.

Observations

We can see the enhancement in VR/AR and gaming. HPC provides the power for a new generation of immersive experiences. AI and HPC can be used to make games more interactive.

Creating more realistic effects, HPC helps speed image modeling, animation and editing while also providing the massive horsepower required by today's rendering farms. This enables more complex, lifelike effects and photo realistic visuals.

Conclusion

HPC continues to be the biggest transformation in the media and entertainment sector. While M&E organizations are still looking to build out digital strategies. The economic and business models required to succeed in the digital landscape are challenging and would require a significant shift in mindset and approach.

Thank You!