NVIDIA® QUADRO® AND ADOBE CREATIVE SUITE 5 IGNITE BONFIRE

BONFIRE
CASE STUDY

With today's information overload, advertising agencies, production houses and website developers must find new ways to rise above and grab the attention of the visually demanding consumer. This is where motion graphics design comes into play. This new market segment of graphic and video production can be used to create cutting-edge TV commercials, digital signage, immersive user interface designs and even more compelling online user experiences.

Bridging the gap between traditional graphic design, animation and visual effects, motion graphics design requires passionate, red-hot design firms with top-level skills in each area. Success is judged by how well consumers resonate with and interact with the final designs. Achieving success requires 2D and 3D graphics tools being able to perform beyond the norm.

Bonfire, based in San Francisco, is a prime example of this new breed of motion graphics design studio. Bonfire creates dynamic moving images for any screen – from cell phones to televisions to projected displays encompassing entire city blocks. To produce its ground-breaking, high-caliber work, Bonfire relies on the Adobe CS5 Master Collection, with the CUDA™-enabled Adobe Premiere Pro CS5 powered by NVIDIA® Quadro® professional solutions.

"We use Adobe and NVIDIA tools because they give us the opportunity to push our projects one step closer to that ideal of 'perfection.'"

"Motion pictures are taking over the world, and by 'motion pictures' I don't mean feature films," says Matt Silverman, Executive Creative Director and Partner at Bonfire. "I mean all the new emerging media, including motion-intensive user interfaces on consumer electronic devices; videos and animations delivered wirelessly over smartphones; publications morphing into full-blown interactive experiences on tablets; and urban billboards filled with LEDs instead of ink grabbing viewers' attention with particle effects and glimmering light rays. We couldn't tackle projects of that magnitude without our Quadro-powered software tools."

Adobe and NVIDIA reduce Bonfire's workflow

Most Bonfire projects require multiple artists working in tandem on smaller shots to create a unified finished piece, so establishing a collaborative workflow is imperative. This need spurred Bonfire to super-charge its hardware infrastructure and to re-envision its software workflow. By centralizing its storage with a fibre channel SAN and centralizing it's

processing onto a render farm of multi-core Quadro-equipped workstations, Bonfire is able to generate the raw hardware power needed to fuel its photorealistic rendering and real-time playback capabilities.

Bonfire's software arsenal includes a diverse range of tools centered around the Adobe CS5 Suite. In addition, Bonfire does extremely detailed modeling and photorealistic renderings of 3D models comprised of millions of polygons, using Autodesk Maya 3D animation software.

Bonfire designers use Adobe Photoshop and Illustrator to design and prepare bitmap and vector elements for compositing and animation inside After Effects – "the heart and soul of our studio," says Silverman. They use InDesign along with custom scripts to create PDFs for storyboards, style frames, and conceptual treatments. Premiere CS5 allows the Bonfire teams to assemble shots rendered from After Effects as well as non-standard editorial with mixed high-resolution timelines to create their cutting-edge motion graphics media.

"Quadro GPUs are now a complete necessity for us," says Silverman. "Taking the load off the CPU and letting the GPU do the dirty work allows Premiere CS5 and our other software to crank through multi-layered and multi-format timelines like no other system I have ever seen, even those costing hundreds of thousands of dollars."

Technology fuels creativity

For the motion graphics designers at Bonfire, technology is key to their creativity and to their final results.

"The reality is I'm not focused on how much time I save with the technology tools," Silverman says. "I'm a passionate lunatic when it comes to my work. What I am able to do with the Quadro-powered software is to see more iterations in the same workday, which makes the quality of the final work better. We can adjust the velocity of a motion path to enhance a shot or fix a mistake that normally would have to be ignored to meet the deadline."

Adobe Premiere Pro CS5 is designed to leverage NVIDIA's latest CUDA parallel processing architecture, dramatically accelerated by the Quadro GPUs. The result is an amazingly fluid, real-time video editing experience that does not require expensive, custom hardware or additional third-party products.

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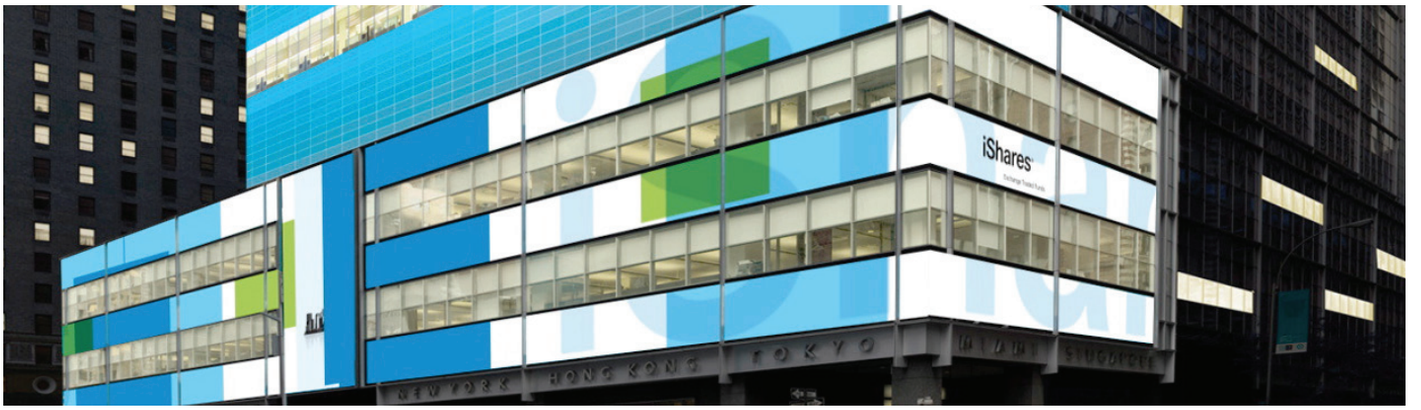
"Quadro brings high-end capabilities to the desktop, far beyond what most 'high-end' systems can do," says Silverman. "Working with mixed resolutions and formats in a single timeline without bogging down the system is a revolution, especially when you start throwing in high-res footage such as RED."

The power and capabilities of the technology help the Bonfire teams' creativity to flow, which is crucial for meeting and exceeding its customers' demands.

"Quadro gives us the ability to work with more media and effects in real time," Silverman says. "In the end, we use Adobe and NVIDIA tools because they give us the opportunity to push our projects one step closer to that ideal of 'perfection.' And the closer we get to perfection, the better the chance that our projects will break through today's crowded visual environments to reach consumers and grab them on a visceral level."



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