



NVIDIA® QUADRO® ROCKS IN 3D WITH RUDY SARZO

RUDY SARZO
CASE STUDY

To stay on top in the highly competitive world of rock music entertainment, musicians are taking control of their own careers and forging emotional attachments directly with their audiences. Artists must tap deeply into creative reservoirs to remain fresh and relevant, and they need to be just as creative about driving their career success. Musicians can no longer expect record companies to do the promotion required to establish and nurture long-term connections with audiences – which means savvy artists are turning to cutting-edge videos and interactive entertainment to support their musical works and performances.

By taking advantage of emerging media – such as 3D avatars and cutting edge video – artists can significantly enhance their fan’s experience and extend their own careers. And for musicians who perform hundreds or more live events every year, these new technologies must fit into a highly mobile lifestyle.

Rudy Sarzo is one rock star who has certainly remained at the top of his game. He has sold more than 30 million albums and has played for Ozzy Osborne, Quiet Riot, Whitesnake and Blue Oyster Cult, just to name a few. To keep his sharp edge, Rudy has expanded to video and 3D interactive entertainment, using an NVIDIA® Quadro®-powered HP EliteBook mobile workstation. Rudy leverages this state-of-the-art platform to create music videos, live 3D animations for concerts, and promotional activities for his bands – much of it while on the road.

“A musical instrument is an instrument of communication; you’re not just playing notes, you’re telling a story,” says Sarzo. “I see my video and 3D animation work as another important form of communication, and one that forges a strong emotional connection with fans.”



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The Visual Side of Music

“In today’s world, musicians absolutely must promote their audio efforts with video images,” says Sarzo. “Why follow one band or musician over another? Videos allow an emotional attachment to form between audiences and musicians.”

He points out that every paradigm shift in the modern music industry – from Elvis to the Beatles to MTV – can be traced to videos, and today’s popular stars rise to the top through visual images as much as their sounds. Bands have to tell sound-and-picture stories of who and what they are, as well as why anyone should care. In addition to playing bass with bands that perform concerts worldwide, Sarzo contributes his video and 3D animation skills to tell the more intimate stories of his bands. His go-to applications include Adobe’s CS5, Autodesk’s SoftImage, and Sony Creative’s Vegas.

For example, for a rock-and-roll Las Vegas spectacle called Monster Circus, Sarzo created a 3D animation character – Sicko the Clown – that was an integral part of the high-octane show, talking to the cast on-stage and interacting with audience members.

Sarzo designed and rendered Sicko the Clown using SoftImage high-performance 3D character animation software on an HP EliteBook mobile workstation powered by an NVIDIA Quadro graphics processing unit (GPU).

"I added new content to the Sicko the Clown character's animation for every show to keep it current for repeat visitors," says Sarzo. "Without the fast rendering of the Quadro-fueled laptop, it would have been impossible for me to make these changes on a daily basis."

For the most recent Quiet Riot record, Sarzo produced a "Making of..." video that included behind-the-scenes footage he shot. He also filmed interviews with the band members, asking each of them the same 10 questions. He used Vegas video and audio creation and production software to assemble the video – and vReveal video enhancement software from MotionDSP to quickly finalize the video's color balance, motion, and other details.

"While we were doing the final mixes for the CD, I edited the documentary. It was included in the CD as an enhancement," he says. "I really enjoy doing projects like this, as a way to provide an archive of the experience as well as to contribute another dimension to the band and to my art. The more cutting-edge you are with your promotional materials and presentation, the better you can compete."

The Freedom to Make it Happen Now

Creative multimedia artists like Rudy Sarzo can use today's advanced visual production technologies to take their destinies into their own hands. With the incredible power and easy mobility of the Quadro-powered mobile workstation Sarzo is able to be at his creative best no matter where he is.

"I spend a huge amount of time on the road: either on buses, in airports, on planes, or sitting in hotel rooms," says Sarzo. My laptop with Quadro is super fast and reliable. It lets me explore and produce things I would never have been able to do before. Everything runs in real-time so I can maximize my time creatively. And because my laptop runs all my software, I not only stay productive, but I can produce spectacular videos that can compete with anything out there."

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"When you get a creative idea, you want to make it happen NOW," he says. "You want technology to work with you, not against you, as you try to express that creative idea. Before, I had to do lots of pre-rendering – capturing sequences and watching the playback. By the time I actually got what I was looking for, I had forgotten what I was originally trying to do."

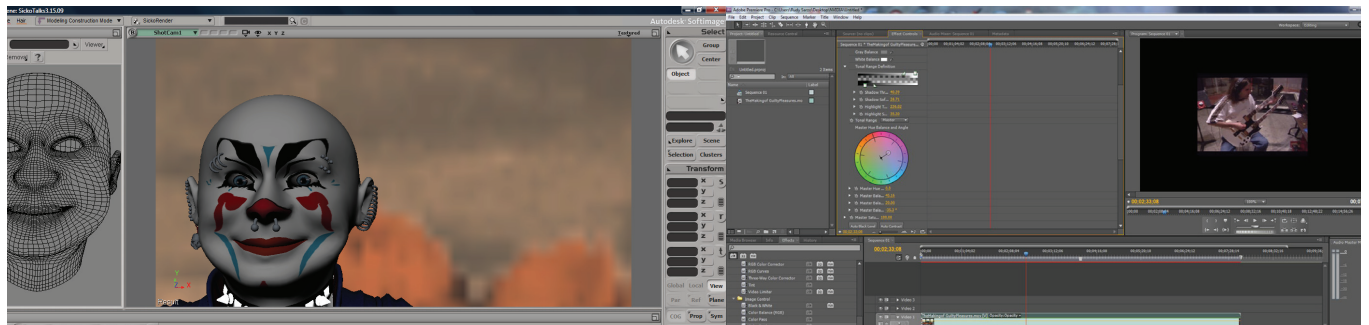
Now, Sarzo can visualize any idea that pops into his head – render it, play with it, refine it – as quickly as the thoughts arise. The result is evident in his continued accomplishments and popularity, decades after he first hit it big as a rock star.

Nurturing the Next Generation

In gratitude for his own success in the entertainment business, Sarzo spends time helping school kids learn about both music and video production. He is a product of school music programs; his first instrument was the trombone. Now that many schools have cut their music and other arts programs, Sarzo is committed to helping young people gain the benefits he enjoyed in his youth.

Sarzo enjoys showing kids what's possible in both music and video production with the right technology tools in place.

"It's important for kids to have something they can own themselves," says Sarzo. "It's a real 'eureka' moment to realize the total freedom to create music or sophisticated videos without depending on anyone else, just with the technology tools available in your own hands. That's important in my life and career, and I enjoy seeing these kids light up as they find their own creative freedom, as well."



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