Bandito Brothers

HP Z800 Workstations, DreamColor bring action to life

Industry
Film

Objective
Cost-efficiently create innovative, action-oriented feature films and commercials

Approach
Deploy HP Z800 Workstation and HP DreamColor LP2480zx Professional Display

IT matters
• Fast, reliable processing speeds rendering

• Color-accurate monitor shows image nuances without distortion

• Stable, reliable platform delivers three-year lifecycle

Business matters
• Minimize overhead to run successful independent film company

• Powerful, precise technology tools unleash creative freedom

• Achieve creative vision without multi-million dollar investment

HP recommends Windows.

"The HP Z800 Workstation is so stable and so fast that I don't worry about it crashing. And most importantly, I don't have to wait for processing. Waiting hinders creativity."

– Scott Waugh, co-founder, director and editor, Bandito Brothers, Los Angeles, Calif.

A sports car races through a sparkling nighttime city. A military rescue swimmer dangles off a helicopter line. A surfer does a headstand on his board. The closest most of us might ever come to such experiences is a film by Bandito Brothers. A full-service Hollywood media company, Bandito Brothers makes action-oriented commercials and feature films that create an immersive audience experience. For the extreme computational power and color accuracy it takes to perfect such visually intensive works, Bandito Brothers relies on the HP Z800 Workstation with the HP DreamColor professional display.

HP recommends Windows.

"We flavor everything with action and we like every image to be beautiful," says Scott Waugh, Bandito Brothers founder, director and editor. "HP systems perform to the best of our hopes. Our artists rely on them every day."

As an independent filmmaker, Bandito Brothers keeps a close eye on overhead costs. "HP solutions combine uncompromised speed and quality with cost efficiency," says Jacob Rosenberg, chief technology officer, partner and a director at Bandito Brothers.

> "When I'm in the color-correction bay, I correct off the HP DreamColor LP2480zx Professional Display. I love that you can see the subtlety, the nuance and the color on that monitor better than anything else I've seen."
>
> — Shane Hurlbut, director of photography, Bandito Brothers

"You don't have to have millions of dollars to show people your vision in today's media," Rosenberg says. "We can shoot and then begin editing immediately to quickly show people the work. When we deployed the HP Z800 Workstations, the improvements were like night and day. What's more, we can take the HP DreamColor monitor on set with us to visually see the work we're doing."

Artists, technologists and athletes

Bandito Brothers takes its name from the irreverent collegiality of its creative team. "We're a filmmaking band of brothers," says Mike "Mouse" McCoy, co-founder, CEO and creative director. A former stunt man and motorcycle racer, McCoy starred in Dust to Glory, a documentary film about the

Baja 1000 off-road race—a competition McCoy has raced multiple times. He formed Bandito Brothers along with other members of the film's creative team. "We're a high-octane house of artists, technologists and professional athletes," he says. "We've lived the experience we're capturing on film, and we know what it takes to bring an audience into the action."

One thing it takes is the HP Z800 Workstation. To achieve the rich, you-are-there visual impact of its films, Bandito Brothers constantly shoots in different formats and different frame rates—yet the end product must form a unified whole, explains company founder Waugh. Dust to Glory employed an all-digital workflow that used 1080p as its Digital Intermediate format, mixing nine different video formats seamlessly and printing the HD edit directly to film. Such processing-intensive work requires a workstation that delivers speed, reliability and massive expandability.

"What's great about the HP Z800 Workstation is that it's so stable and so fast," Waugh says. "I don't worry about it crashing. And most importantly, I don't have to wait for processing. Waiting hinders creativity."

Bandito Brothers uses Canon 5D cameras and Adobe® Production Premium video editing software with the Mercury Playback Engine, as well as Avid Media Composer®. "The fact that you can load up multiple streams of high definition video and edit in real time is a really big deal," CTO Rosenberg says. "All that work is done on our HP Z800 Workstations. With their Intel® multi-core processing, these devices are smoking. You can run a feature film though this workstation."

HP Z800 Workstation aces extreme workloads

The HP Z800 Workstation optimizes the way the processor, memory, graphics, OS, and software technology work together. Running Windows® Professional, its Intel® Xeon®

Quad-Core processors and Intel® QuickPath Technology, featuring an integrated memory controller, provide Bandito Brothers with computational horsepower. The workstation's industrial design features integrated handles, visually cable-less engineering that maximizes airflow, modular component removal and reconnect, and optional liquid cooling. The device delivers cluster-level performance and energy efficiency with up to two NVIDIA Tesla C1060 computing processors. ENERGY STAR® qualified configurations are available. The HP Workstation can be customized with faster and larger memory capacity, large-scale storage, multiple operating-system choices, and professional-graphics options from NVIDIA and ATI—all at a cost that doesn't break the bank.

"Our relationship with HP unleashes the creative talent that keeps Bandito Brothers at the leading edge."

– Jacob Rosenberg, chief technology officer, partner and director, Bandito Brothers

"Our HP Workstations, unlike some other hardware platforms we've used, deliver a three-year lifespan with no pressure to make constant, costly upgrades," Rosenberg says.

HP DreamColor LP2480zx Professional Display

Complementing the HP Workstations at Bandito Brothers is the HP DreamColor LP2480zx Professional Display. The world's first color-critical LCD monitor that utilizes the DreamColor engine, this monitor delivers broad color support, rich visual quality and consistent results at an affordable cost.

"When I light a scene, I need a monitor, I need an eye," says Shane Hurlbut, ASC, also a Bandito Brothers director and director of photography. "That's where the DreamColor comes in. It becomes my eye. It becomes my viewfinder. When I'm in the color-correction bay, I'll have the plasma up there but I'll correct off the DreamColor. I love that you can see the subtlety, the nuance and the color on that monitor better than anything else I've seen."

The HP DreamColor LP2480zx Professional Display is the only monitor that uses both a true 30-bit panel and an RGB LED backlight, providing more than 1 billion possible colors—64 times the colors supported by traditional LCDs. This virtually eliminates banding and contouring artifacts. The built-in HP DreamColor color management engine ensures the display provides accurate color within industry standard gamuts.

HP recommends Windows.

Bandito Brothers also worked on a scripted film in partnership with U.S. Naval Special Forces. "Act of Valor," is about a platoon of U.S. Navy SEALs thwarting an impending terrorist threat. The film features Bandito Brothers' hallmark visual storytelling. The company is among a very few cleared by the U.S. Special Forces to film in live-fire environments and to cast actual active-duty U.S. Navy SEALs in all of the lead roles.

"We used real Navy SEALs because we felt it was necessary when making a film based on actual true stories about them," Rosenberg says. "The result is incredibly dynamic and fresh. It's an action movie with real U.S. Special Forces personnel in a fictitious plot based on real-world events and operations—all of which were shot on location looking at DreamColor monitors, and edited and post-processed on HP Workstations."

Customer at a glance

Application
Action-packed commercials and feature films

Hardware
- HP Z800 Workstation
- HP DreamColor LP2480zx Professional Display
- Canon EOS Mark II Digital SLR Camera

Software
- Windows® Professional
- Adobe® Creative Suite® Production Premium
  – Adobe® Premiere® Pro CS
  – Adobe® After Effects® CS
- Avid Media Composer®

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