

Case study

Cannon Design

HP EliteBook Mobile Workstation takes CAD on the road



Industry

Architectural design and planning

Objective

Support mobile team collaboration, innovation, brilliant customer presentations at leading architectural design firm

Approach

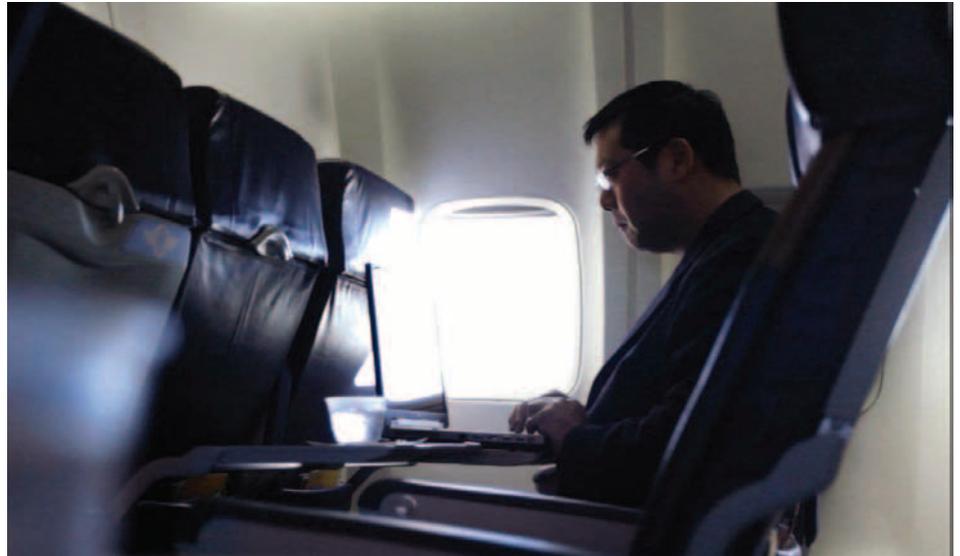
Deploy HP EliteBook Mobile Workstation

IT matters

- Mobile workstation runs same complex design software used on in-house workstations
- Teams can collaborate on the road 24x7
- With HP DreamColor technology customers see brilliant display and real-time integration of their ideas

Business matters

- Competitive differentiation: fast turnaround presenting refined design concepts to customer
- Increased productivity: team members collaborate globally on the road
- Unleashed creativity: Design and collaboration tools on hand



“My passion is to push the boundaries of design. The HP EliteBook Mobile Workstation lets me collaborate with colleagues worldwide to create and deliver outstanding customer presentations on the road.”

YAZDANI STUDIO OF CANNONDESIGN

– Philip Ra, senior designer, Yazdani Studio of Cannon Design, Los Angeles, Calif.

With multimillion-dollar projects on the line and customers expecting brilliance on the fly, Yazdani Studio of Cannon Design Senior Designer Philip Ra wants a workstation powerhouse with him everywhere he goes. He needs to collaborate with design team members around the world, stay productive even sitting in airports, and run power-hungry 3D modeling software. And when he snaps open his workstation to present design ideas to a customer, the device must work reliably and present a stunning display. For all these reasons and more, Ra carries an HP EliteBook Mobile Workstation.

Customer at a glance

Application

Architectural design

Hardware

- HP EliteBook Mobile Workstation
- HP Tablet PC
- HP Z-Series Workstation

“I can take my HP EliteBook Mobile Workstation with me to Chicago, San Francisco, wherever I need to be, and not lose production time on the road; the device runs the same types of software as our super-powerful HP Z-Series Workstations,” Ra says. “When I travel to meet our clients or visit project sites, our ideas show brilliantly on the HP DreamColor display. What’s more, we can collaborate in real time to incorporate the customer’s ideas, manipulate the geometries in front of them and see the implications of the changes.”

Leading architectural firm takes design prowess mobile

The Yazdani Studio of Cannon Design integrates the best attributes of a design studio with the resources and reach of an international practice. The Yazdani Studio is comprised of a group of creative thinkers who share a commitment to pushing the boundaries of design—from refining concepts of sustainability to the application of new technologies and urban initiatives. The Yazdani Studio is led by the award-winning designer, Mehrdad Yazdani.

The Yazdani Studio is a functioning design laboratory—exploring, investigating and experimenting with ideas in architecture and looking at innovative methods of delivering these ideas to our clients. The studio is continuously re-engineering the design process to utilize less time and money to achieve the highest quality design and ideas on every project opportunity. Projects range from university buildings to concert halls, from courthouses to museums.

The tools of their trade are complex design tools including AutoCAD® Revit® Architecture Suite; Autodesk® 3ds Max® Design, Maya,

Inventor, AutoCAD®, Sketchbook Design and Showcase; Rhino; Lumiscaphe; Adobe® Photoshop® and InDesign®; and Grasshopper. This allows Ra and his team members to collaborate on designs while traveling. He’ll download the model from the in-house workstation on which it was created, hit the road, refine the model and present it at the customer site. “The power of the NVIDIA graphics cards gives us confidence the program will be stable and will run complex geometries and multiple applications at the same time,” Ra says.

“The HP EliteBook Mobile Workstation provides fluid continuity from our offices to wherever we are in the world, even running complex design software.”

—Philip Ra, senior designer, Yazdani Studio of Cannon Design

The HP EliteBook is built for durability, outstanding performance, robust security, energy efficiency and—appropriately for an architectural firm—elegant, scratch-resistant design.

“If the workstation couldn’t handle the workload, if it burned out and crashed on a trip, there would be no presentation and no second chance,” Ra says. “With the HP EliteBook Mobile Workstation, I feel confident in knowing that my computer will deliver our ideas to reality.”

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