Case study

Crescent, Inc.

HP Z820 Workstations provide reliable, high-speed processing for spatial information systems

Industry
Geospatial, Information technology

Objective
Deploy technology to process vast amounts of complex geospatial data at high speeds

Approach
Standardize on HP Workstations to manipulate large amounts of data with ease
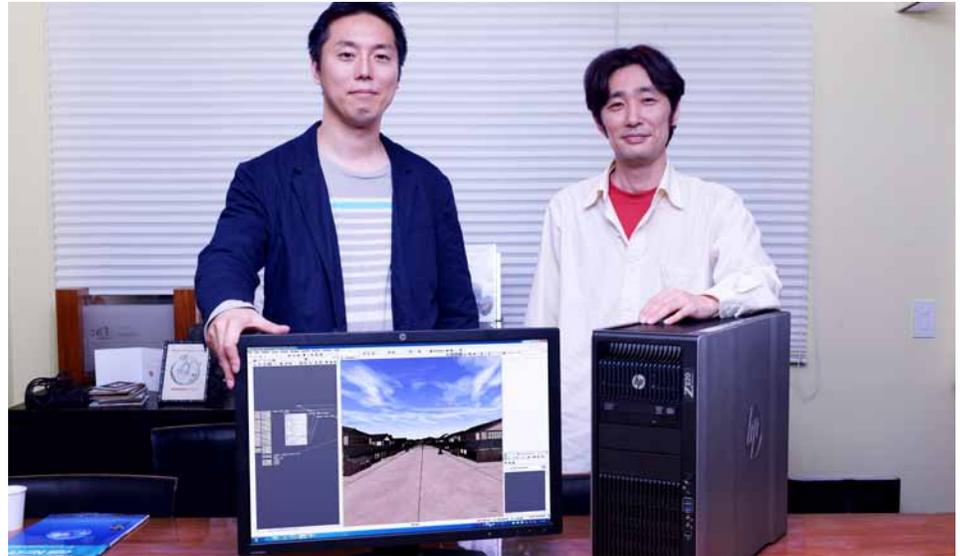
IT matters
• HP Z820 with Intel® Xeon® processors deliver the ultimate performance

• C600 series chipset, LSI SAS 2308 controller, and dual Quick Path Interconnects between the processors improve effectiveness

• Increased memory bandwidth and support up to 512 GB of the latest generation of DDR3 memory

• Support for next generation PCIe Gen3 graphics from AMD and NVIDIA

Business matters
• Reliably process large amounts of data to keep productivity high

• Recommend HP Workstations to customers with confidence

HP recommends Windows.

"We sell complete systems to companies that create final video products. Recommending hardware that impedes customers in their work can cost us their trust. We can recommend HP Workstations to them with confidence they offer performance, quick delivery, and support."

– Tadayuki Suzuki, Sales Engineer, Crescent, Inc.

Urban planning and disaster prevention, even film production and major game manufacturers, require increasingly three-dimensional simulations. So sophisticated, they are becoming indistinguishable from the real thing. Based in Tokyo, Japan, Crescent, Inc. develops industrial technology products that help companies develop highly detailed urban imaging. These types of geographic information systems and other spatial information systems demand complex, high-speed processing of vast amounts of data. HP Z820 Workstations with Intel Xeon processors answers the need with ease.

HP recommends Windows.

The employees at Crescent, Inc. are specialists in image engineering—they focus on combining various image-related product technologies and developing industrial programs for use by others. One such technological product offered is CityEngine.

"CityEngine is an urban landscape modeling tool specifically for creating large-scale streetscapes quickly and efficiently. It is procedural, with algorithms that automatically generate streetscapes from specified conditions. Specifying lot dimensions, building shapes and sizes, and other information allows the creation of wide-area models with considerable variation," says Crescent, Inc. Chief Designer Takayuki Ochiai.

These realistic, high-resolution streetscapes are used not only as backdrops for movies and television commercials, but also, by varying input parameters, exploring possibilities for construction projects and urban planning.

HP Workstations tackle most demanding projects

Some companies have been reproducing existing streetscapes for use in virtual location scouting. Companies who use these programs need to process high volumes of data at high speeds. They demand environments capable of smoothly handling the heavy loads presented by 3D and other high-resolution data. Furthermore, they want these operations to be trouble free. Answering such advanced needs means pushing performance beyond personal computer limits. Given these demands, Crescent has chosen HP Z820 Workstations to run CityEngine.

The dual-processor HP Z820 Workstation delivers outstanding performance. With next-generation Intel® Xeon® processors, the latest professional graphics, and high memory capacities, the Z820 Workstation offers stable, advanced processing.

"Initially, everybody used different computer models, but that proved to be an impediment to advanced operations. For the past few years, we have been trying to standardize and now use the Hewlett-Packard high-end HP Z820 Workstations. They offer high-performance processors, ample memory, and a great graphics board. Even models involving large amounts of data can be manipulated with ease," explains Crescent, Inc. Sales Engineer, Tadayuki Suzuki.

But high performance is not the only part of the story; Crescent can also safely recommend HP Workstations to its customers. Suzuki says, "We sell complete systems, including hardware, to companies that create the final video products. Recommending hardware that impedes customers in their work can cost us their trust. We can recommend HP Workstations to them with confidence because they offer performance, quick delivery, and support."

Learn more at
hp.com/zworkstations

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