Does your workstation meet your digital media challenges?

It’s no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Autodesk® software. Together, HP and Autodesk help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

Innovation: Enjoy next-generation technology, including the award winning Z Workstation design, to help you create and visualize even the most complex designs. This revolutionary design brings a tool-less chassis, advanced cooling and choice of power with up to 90% efficient power supplies. HP DreamColor Technology on HP Workstations puts a billion colors at your fingertips, ensuring what you see is what you get.

Performance: Advanced compute and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with advanced processor performance technologies and NVIDIA Quadro professional graphics cards with the NVIDIA CUDA parallel processing architecture; delivering real-time previewing and editing of native, high-resolution footage, including multiple layers of 4K video. Intel® Turbo Boost³ is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

Reliability: HP product testing includes application performance, graphics and comprehensive ISV certification for maximum productivity. All HP Workstations come with a limited 3-year parts, 3-year labor and 3-year onsite service (3/3/3) standard warranty that is extendable up to 5 years.² You can be confident in your HP and Autodesk solution.

Create stunning digital media and entertainment with HP Workstations.

“Today’s artists need a solution that combines power and performance to create more engaging and visually stunning projects. With Autodesk Digital Entertainment Creation software and HP workstations, artists can count on a modern production pipeline to help bring their work to the next level.”

— Marc Stevens, Vice-President, Media & Entertainment, Autodesk Inc.
HP and Autodesk

HP has a unique relationship with Autodesk. HP Workstations are the internal desktop standard throughout Autodesk. Autodesk chooses HP Workstations to develop, test, and demo their powerful, cutting-edge 3D design software. Additionally, Autodesk's Media and Entertainment Creative Finishing systems business has standardized HP Workstations for its turnkey solutions, including Autodesk® Flame® and Autodesk® Flame® Premium software. This close relationship gives you the confidence that your solution providers will work together to support your needs.

Autodesk Media and Entertainment

Whether in film, video games, or television, Autodesk provides digital artists and animators with technologies that are redefining digital content creation.

Autodesk Entertainment Creation Suites:

With specialized toolsets designed to help optimize end-to-end production workflows, the Autodesk® Entertainment Creation Suites help you accelerate your 3D animation workflow—at a significant cost saving over purchasing all of the products individually. Available in three editions:

- **Standard**: Get powerful 3D modeling and animation tools. Choose either 3ds Max or Maya.
- **Premium**: Get the Standard, plus Softimage to take on more projects, achieve faster results, and explore new creative avenues. Choose 3ds Max or Maya.
- **Ultimate**: Get the Premium capabilities plus the 3D tool best suited to your preference and the project at hand. Get both 3ds Max and Maya.

Autodesk Maya 2014 3D animation software offers a comprehensive creative feature set for 3D computer animation, modeling, simulation, rendering, and compositing on a highly extensible production platform. Maya 2014 now has next-generation display technology, accelerated modeling workflows, and new tools for handling complex data.

Autodesk 3ds Max 2014 provides 3D modeling, animation, rendering, and compositing solution for games, film, and motion graphics artists. 3ds Max 2014 has new tools for crowd generation, particle animation, perspective matching, as well as support for Microsoft® DirectX 11® shaders.

Autodesk Softimage 2014 character animation software offers high-performance creative tools for artists and technical directors working in 3D game development and visual effects.

Autodesk Mudbox 2014 digital painting and digital sculpting software enables you to create production-ready 3D digital artwork including highly realistic 3D characters, engaging environments, detailed props, and compelling concept designs in less time.

Autodesk MotionBuilder 2014 3D character animation software for virtual production enables you to more efficiently manipulate and refine data with greater reliability. Capture, edit, and play back complex character animation in a highly responsive, interactive environment, and work with a display optimized for both animators and directors.

Autodesk SketchBook Designer 2014 is a professional-grade, easy to use sketching and painting software that can transform your computer into a complete toolkit for professional artists, illustrators, and designers.

Autodesk Solutions for 3D visual effects

Autodesk’s Media and Entertainment Creative Finishing business has standardized HP Workstations for its turnkey solutions sold with Autodesk Flame and Autodesk Flame Premium software, which includes Autodesk® Smoke® Advanced and Autodesk® Flare® software.

Compositing: Putting it All Together

Whenever interactivity is of the essence, such as in a look-design session attended by a director, or a finishing session as the project approaches its final ‘crunch’ time, Autodesk Flame software provides the award-winning creative toolset that helps you to make instant changes, and experiment with multiple possibilities. From tracking to keying, color correction to motion estimation, advanced timeline editing to interactive 3D compositing, Flame offers a broad and rich toolset with great performance.

Grading and Finishing: The Final Polish

Film productions reach their full potential in the color grading process. Autodesk Flame Premium 3D visual effects software combines Autodesk’s best finishing tools for visual effects, editorial, and real-time color grading, along with a fully integrated timeline workflow, in a single offering. Flame Premium provides creative professionals in post-production with an integrated end-to-end toolset for 3D VFX, editorial, and color grading.
“What we like about HP machines is the build quality. No other manufacturers compare. When we buy HP equipment, we know that it will run.”

– Terry Dale, Vice President of Operations, Starz Animation, Toronto, Canada

### Meet the Workstation Family

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. HP Z Workstations are tested and certified for Autodesk applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost² and Hyper-Threading³ technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

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<tr>
<th>HP Z Workstation</th>
<th>Power without the tower.</th>
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<td>When you work in the creative sector, space on your desk is often at a premium. The all-in-one HP Z1 Workstation helps you simplify your desktop, save space, and eliminate wires. It puts the performance and reliability of a complete HP Z Workstation expertly designed into the back of a 27-inch diagonal greater than HD display.³ Add a wireless keyboard and mouse, the only cord you need is for the power supply. Better still, a tool-less chassis design makes it a snap to upgrade and maintain.</td>
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<tr>
<th>HP Z230 Tower and HP Z230 SFF Workstations</th>
<th>Our most affordable workstations.</th>
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<td>The HP Z230 Tower Workstation delivers excellent performance and was designed with Autodesk application users in mind, providing the workstation power for entry-level 3D and visual effects professionals to pre-visualize and create astounding effects. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.</td>
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<th>HP Z420 Workstation</th>
<th>Performance you want. Value you need.</th>
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<td>The HP Z420 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Autodesk Maya and Autodesk 3ds Max users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.</td>
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<th>HP Z820 Workstation</th>
<th>Our Ultimate workstation.</th>
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<td>The HP Z820 Workstation delivers the latest in performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of the new Autodesk Maya and Autodesk 3ds Max Entertainment Creation Suites, as well as Autodesk Flame Premium 2014 and Autodesk Flame.</td>
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<th>HP ZBook Mobile Workstations</th>
<th>Mobility for life.</th>
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<td>The HP ZBook 17 Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17.3-inch diagonal display for HP’s highest performing mobile workstation. The HP ZBook w-series features a timeless construction, with precision-engineered durability features that are designed for maximum reliability and with the environment in mind. The mobile workstations has passed most Mil-Std-810G testing,¹ making it a great tool for professionals on the go. The HP ZBook 15 and 17 feature a Thunderbolt™ port, as well as an optional DreamColor Display panel that enables true color visualization in addition to top performance for use with any of the Autodesk Entertainment Creation Suites.</td>
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<th>HP Z and Performance Series Displays</th>
<th>Stunning at every angle.</th>
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<td>HP Z and Performance Displays are engineered to outperform, so you can create with striking visual results. These displays deliver maximum image performance and accuracy, thanks to vivid IPS and AH-IPS panels, 178-degree viewing angles, and up to 100:1 contrast ratio of mainstream displays, with top end resolutions. With the DreamColor engine, HP delivers color consistent control from start to finish on a project both when mobile or in the edit suite. DreamColor displays on both Z and mobile Workstations feature an easy dial in pre-set for seven color spaces. Rec.709 Adobe RGB pre-set now comes standard on all performance displays.</td>
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<th>HP Performance Advisor</th>
<th>The built-in workstation guru.</th>
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<td>HP Performance Advisor delivers a simple, effective way to keep your HP Workstation operating at its peak potential. Like having an IT pro always on hand, this helpful software wizard can take you from initial configuration and customization through the optimization of your system for each new application and driver you install.</td>
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HP recommendations

**Autodesk products**
- Autodesk Entertainment Creation Suite Ultimate: Ultimate 3D suite for animation pipeline flexibility
- Autodesk Entertainment Creation Suite Premium: Sophisticated animation and effects
- Autodesk Entertainment Creation Suite Standard: Powerful 3D modeling and animation
- Autodesk 3ds Max: 3D modeling, animation, rendering, and compositing solution
- Autodesk Maya: 3D computer animation, modeling, simulation, rendering, and compositing solution

**HP Z Workstations**
- HP Z820: Ultimate multi-core workstation for performance and expandability
- HP Z420: Performance you want, value you need
- HP Z1: The world’s first 27” all-in-one workstation

**HP Mobile Workstations**
- HP ZBook 17: 17” diagonal and HP’s highest performance with DreamColor for mobile production
- HP ZBook 15: 15” diagonal and HP’s most versatile price and size with DreamColor display
- HP ZBook 14: 14” diagonal and HP’s lightest weight HP Mobile Workstation

**HP Performance Displays**
- HP DreamColor LP2480zx 24*: Switch between several factory-calibrated color space presets—including sRGB, AdobeRGB, Rec. 709, and DCI-P3—and over 1 billion colors
- HP Z30i 30*: AH-IPS LED LCD: 30” diagonal with 4.1 million pixels and 100% Adobe RGB gamut coverage
- HP Z27i/27*: AH-IPS LED LCD: 27” diagonal with 2560x1440 resolution and HDMI input
- HPZR2440w 24*: IPS LED LCD: 24” diagonal with 1920x1200 resolution and HDMI input

**Autodesk Professional Software demands workstation power**
HP Z Workstations are designed, tested, and built for Autodesk users looking for high performance and extreme stability. HP does this with features that include:
- Multi-core® Intel® Xeon® processors
- Professional graphics cards from NVIDIA and AMD
- Microsoft Windows operating systems
- Thunderbolt™ port offered on Z420, Z620, Z820, ZBook 15 and ZBook 17 Workstations
- Fast, reliable memory, expanded I/O, and massive storage
- EPEAT® Gold®-rated and ENERGY STAR®-qualified configurations

Learn more at [hp.com/go/autodeskme](hp.com/go/autodeskme) and [hp.com/go/zworkstations](hp.com/go/zworkstations)

Screen images courtesy of Autodesk, Inc.

1. Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see [intel.com/technology/turboboost](intel.com/technology/turboboost).
2. Limited three-year Mon-Fri 8-5 next business day, parts, labor and 24x7 phone support, terms and conditions may vary. HP Care Pack Services extend service contracts beyond the standard warranties. Service starts from date of hardware purchase. To choose the right level of service for your HP product, use the HP Care Pack Services Lookup Tool at [hp.com/go/lookuptool](hp.com/go/lookuptool). Additional HP Care Pack Services information by product is available at [hp.com/go/cpc](hp.com/go/cpc). Service levels and response times for HP Care Packs may vary depending on your geographic location.
3. Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See [intel.com/info/hyperthreading](intel.com/info/hyperthreading) for more information.
4. HD content required to view HD images. Internet access required. Performance dependent on network latency and image frame content.
5. Testing was not intended to demonstrate fitness for DOD contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.
6. Thunderbolt is new technology. Install all the latest drivers for your Thunderbolt device before connecting to the Thunderbolt port. Thunderbolt cable and Thunderbolt device (sold separately) must be compatible with Windows. To determine whether your device is Thunderbolt Certified for Windows, see [thunderbolttechnology.net/products](thunderbolttechnology.net/products).
7. Multi-core technologies are designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.
8. EPEAT® Gold registered in the U.S. See [epeat.net](epeat.net) for registration status by country.

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