

Crest Animation Studios

www.crestindia.com

Year of Incorporation: 1995

Category of Innovation: New Technology Advancement



Company overview: Expert in special effects, advertising and 2D/3D animation. The company harnesses the power of state-of-the-art IT infrastructure, including a 500-server node, High Performance Computing (HPC) cluster, to deliver solutions that address the major bottlenecks of animation companies globally. The company has developed a product which can be deployed by animation companies for their higher-end rendering requirements.

Innovation: Rendering is one of the major bottlenecks facing the CGI/VFX space. It requires around 1000 servers to undertake computational work for major format TV series or motion pictures. Crest has developed a rendering application, designed using an HPC set up, with open source Linux. The Rendering application is centred around Grid Technology which supports all major 3D applications like Maya, Xsi, Shake, Nuke, etc. The product has features like server pooling (where a single master node manages the entire cluster and makes sure none of the nodes are idle when there are jobs to compute), integrated Power-on-demand (in which case all the servers shut down automatically when there are no jobs in the queue and get powered on when a new job arrives), that help companies to go “Green.”

Impact of Innovation

Internal: By using this product, Crest has been able to increase its productivity by 60 % through improved quality.

External: By delivering a high quality CGI product to customers, Crest has been able to expand its client base and raise the customer experience. The company has also been able to draw globally renowned companies such as Lions Gate, HP and Altair Engineering into its customer fold.

