

FIREPRO
GRAPHICS

AMD



Welcome to the future of presentations

AMD FirePro™ professional graphics and AMD Eyefinity technology help Ventuz and its customers push the boundaries for real-time, interactive presentations

Customer:

Ventuz

Industry:

Large-scale Interactive Presentations
Digital Signage
Broadcast

Business opportunity:

- Enable the easy creation of dynamic, interactive content
- Deliver output to large screens and curved surfaces
- Work with extremely high resolutions

Solution:

- AMD FirePro™ professional graphics cards and AMD Eyefinity technology
- HP Z-Series workstations
- Ventuz Real-time Graphics & Authoring software

Business impact:

- Up to six displays driven by one professional graphics card, fewer workstations required
- Easy set-up and industry-leading display scalability
- Use one AMD FirePro professional graphics card with six display outputs for the same price as multiple consumer cards
- Sophisticated levels of support and responsiveness for Ventuz and its customers

Dynamic delivery

Headquartered in Hamburg Germany, Ventuz Technology GmbH is a software vendor staffed by leading experts from the television broadcasting, professional media, event and post-production industries. The company's market-leading, high-end authoring environment enables customers to create and stage stunning multimedia presentations, TV graphics and interactive applications. Presentations developed by its customers for companies such as Microsoft, Porsche, Rodenstock and Adidas incorporate dynamic, often interactive, high resolution content and complex lighting, as well as multiple large screens and/or projections onto curved surfaces. One Adidas presentation called for projection onto a 70-metre screen.

"Whereas other software applications focus on one or two screens, our software is routinely called on to dynamically deliver content to six, eight or many more," says Erik Beaumont, Product Manager, Ventuz Technology GmbH. "Because of the size of the projections we're also working at incredibly high resolutions – outputs that are 16x high definition (16x 1080p) are not uncommon."

Running multiple screens at high resolution puts tremendous pressure on the graphics card and graphics processing unit (GPU).

"The boundaries of what can be achieved are typically limited by the hardware, rather than the imagination of our customers," says Ralf Stanke, Chief Technology Officer.

Professional graphics for performance and reliability

Ventuz has always recommended that its customers use professional graphics because they are more reliable and can be supported more effectively. Despite this, customers often found them too expensive, particularly when they were creating presentations with multiple outputs. So they used consumer boards. "As a software developer we are hardware independent", continues Ralf. "However, since the introduction of the latest AMD FirePro™ professional graphics cards, we have seen many of our customers adopt this technology too."

"A major advantage of the AMD FirePro™ professional graphics is that the AMD Eyefinity technology allows our customers to drive up to six displays from one card," says Erik. "Consequently, when they are using multiple screens, they can now use a professional graphics card at the same price as they were paying for multiple consumer graphics cards before. In addition, with a smaller number of graphics cards they need fewer computers, which makes set up easier."

"AMD FirePro™ professional graphics give our customers the benefit of a more powerful GPU and greater reliability than consumer cards. In addition, we can support them more effectively, because of our close ties with AMD."

Ralf Stanke, Chief Technology Officer, Ventuz Technology GmbH

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ATI FIREPRO™ V9800 PROFESSIONAL GRAPHICS



AMD FirePro™ Fast Facts

- **AMD FirePro™ V9800 Professional Graphics for high performance and reliability**
- **AMD Eyefinity multi-display technology supporting multiple, large independent displays**

Sophistication and support

Because Ventuz wants its application to run on almost any system, without the need for special application program interfaces (APIs), it has chosen to develop the software using DirectX®. Basing the software on DirectX gives customers freedom of choice when it comes to the hardware they use, plus it has the added bonus of enabling Ventuz to develop the software faster than other alternatives.

“The AMD professional graphics cards support DirectX, which is crucial for us,” says Ralf. “But, just as importantly, AMD works very closely with us to make sure our customers can take full advantage of the functionality of its professional graphics cards. For example, we are using AMD FirePro professional graphics cards in all our development machines and we recently took delivery of the latest AMD FirePro™ professional graphics card. With its six outputs running in parallel it will make it even easier for our customers to create high-resolution multi-screen or multi-projector presentations. Plus, with double the GPU memory, it will be possible to stage even more sophisticated presentations.”

According to Erik, AMD also provides Ventuz with excellent support. “We can call AMD at any time if we experience any issues and if customers have problems we can put them directly in touch with AMD. It’s the first time our customers have experienced that level of support.” AMD’s development philosophy is also attractive to Ventuz, as Ralf explains. “Some companies have specific drivers for each graphics board, which means customers have to wait for the drivers to be available before they can take advantage of new hardware,” he says. “That’s not the case with AMD. Customers can simply add new hardware and take advantage of performance improvements immediately.”

Massive power

For many events Ventuz has used HP Z-Series workstations fitted with AMD FirePro professional graphics. HP Z-series workstations are engineered to optimise the way processor, memory, graphics, operating system and software components work together to deliver massive, whole-system computational power.

“We look for three things when we are considering what workstations to use for a presentation,” says Erik. “They need to be robust, as we often need to ship them across countries or even continents. They need to be quiet, so they don’t distract from the presentation being given. But most of all, they need to be high performance. We develop complex, real-time interactive presentations that incorporate high definition video, 3D, graphics and textures. The HP Z-series meets all three criteria. Not only that, but it has run presentations with performance to spare.”

Pushing the boundaries

“Our software enables our customers to really push the boundaries in terms of what is possible in presentations,” comments Erik. “They tell us that once their customers see what is possible with Ventuz they become addicted to it. They also tell us that the AMD FirePro™ professional graphics cards and AMD Eyefinity technology are helping them too, by giving them clear cost, performance, reliability and support benefits.”



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