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Ways Z Desktop Workstations Propel Exceptional Creative Workflows

India's media & entertainment industry is soaring towards an estimated $100 billion by 2030[1]. The country is now the world's third fastest-growing video games market, and its music, radio, and podcast segment is on track to Rs 11,536 crore by 2026[2]. Opportunities abound for 3D video editors, game developers, and audio engineers who leverage modern technologies enabled by high-performance devices.

Here is how **HP's Z Desktop Workstations empower different types of creative professionals** to explore limitless possibilities with the latest technology while accelerating workflows and delivering optimized project outcomes.

01 Revolutionizing post-production film workflows

Opportunity

India's film industry is seeing 1,800 films produced annually[3].

To capitalize on this growth, filmmakers need to leverage new technologies that reduce production time and costs while empowering remote teams to **work and collaborate with large volumes of multimedia data seamlessly and securely.**

Need

Real-time 3D rendering that enables directors to review finished films while still in production with photorealistic, in-camera visualizations of scenes.

Photogrammetry that reduces the time and cost of 3D environment creation by leveraging photographs of real scenes and objects.

AI-assisted software such as Adobe Sensei that suggests editing effects and helps artists make more natural edits to human faces, freeing up human brainpower.
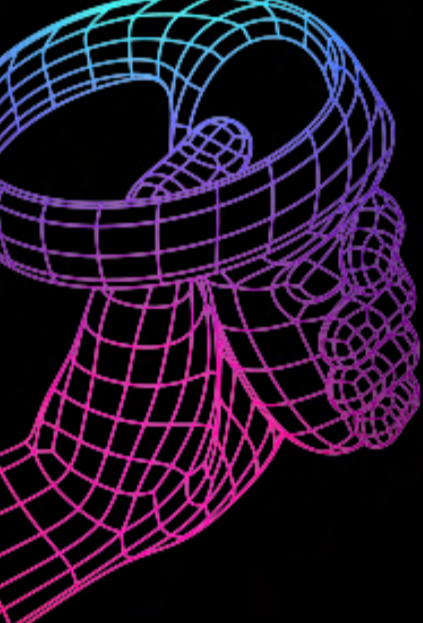
Z Desktop Workstations enable...

Accelerating large-volume data processing and seamless real-time rendering, backed by massive memory, Intel® Xeon® 16-core processors and high-end NVIDIA RTX™ A6000 professional graphics.

In addition, **ZCentral Remote Boost** gives remote users secure access to the computing power of a workstation anytime, anywhere – **overcoming data storage and transfer obstacles** while democratizing film production processes.

02 Building innovative video game universes

Opportunity

Gamers expect **ever-increasing levels of immersion and interactivity in video games.**

Game developers who can envision and design dynamic game universes that deliver something new with every experience, in real time, will win the engagement and loyalty of a highly passionate user base.

Need

AI-powered photogrammetry that automatically populates 3D environments with natural-looking objects, saving manual development time.

Real-time 3D rendering that shortens project timelines by removing the need for pre-visualizations and lengthy renders.

Z Desktop Workstations enable...

Real-time ray tracing, advanced simulation and visualization, 3D modeling and animation, advanced data analysis, and **AI-driven processes to save time, reduce effort, and increase gaming workflow efficiency.**

Z Desktop Workstations are built for every step of the game development process with powerful graphics to 3D render an entire universe.

03 Breathing life into the most complex designs

Opportunity

With technology continuously enabling design innovations such as real-time 3D model rendering and resolution-independent textures, **designers need to be at the forefront of new technologies** that help them streamline workflows and increase efficiency while future-proofing their creations.

Need

3D visualization that delivers photorealistic models used for complex scene renders in minutes instead of hours or days.
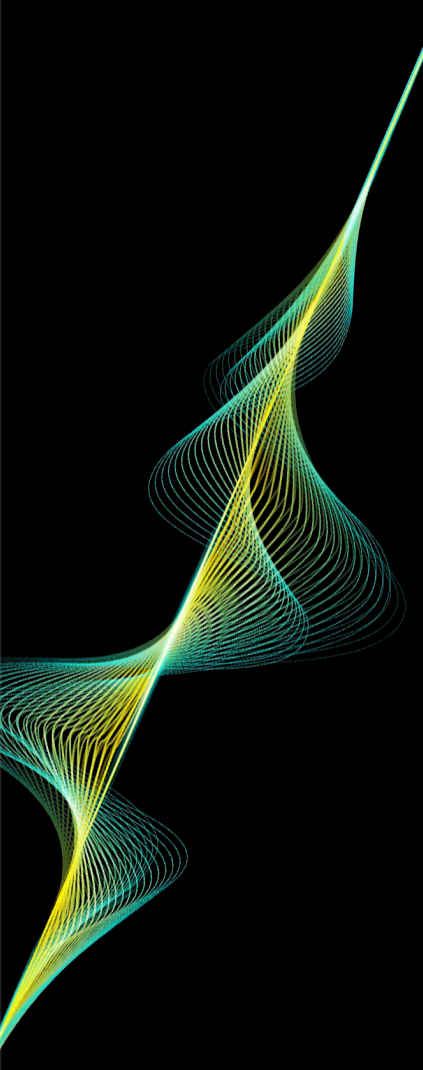
AI-powered photogrammetry that enables content-aware filling and lifelike 3D recreations of any environment.

Physical property-based rendering that removes the need to write custom code to define how a scene is rendered.

Z Desktop Workstations enable...

Extreme performance for computing-intensive design and faster rendering of workloads.

Equipped with professional NVIDIA RTX™ A6000 graphics and large memory configurations, Z Desktop Workstations enable design professionals to explore new creative possibilities, iterate faster, and tackle the most intensive projects any way they want.

04 Creating world-class audio without compromise

Opportunity

Driven by streaming models, India's Recorded Music industry is growing at a CAGR of 13.6%[2]. Yet a **supply/demand gap remains for skilled audio professionals.**

Freelance musicians, sound engineers, and audio production houses that find new ways to optimize their workflows and processes will reap great opportunities to onboard greater projects.

Need

Parallel operation of **multiple high-intensity professional audio software programs.**

Z Desktop Workstations enable...

All-day high-computing performance when running numerous professional audio mixing programs and production workloads in parallel.

In addition, Z Desktop Workstations are designed to stay whisper-quiet during even the heaviest operational loads, making them **ideal for use in recording studios without disrupting workflows or causing distractions.**

Evolving technology is increasingly giving creative professionals of all stripes new ways to power breakthroughs in filmmaking, game development, design, and sound.

Z Desktop Workstations provide the extreme performance needed for accelerating demanding creative workflows with powerful processing and graphics, cutting-edge thermal design, and unrelenting reliability to achieve new heights of project excellence.

HP Z8

Processor: 2x Intel Xeon Gold 6226R 2.9 - 3.9GHz 16 core
Memory: 96GB
Storage: 512GB SSD + 1TB M.2 + 4TB SATA
Graphics: NVIDIA RTX A6000
Operating System: Windows 11 Pro or Windows 10 Pro

Remove barriers to brilliance with Z Desktop Workstations

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Sources:
1. Indian media and entertainment industry should target to reach $100 bn by 2030: MIB Secretary
2. Indian M&E industry to grow at 8.8% CAGR to reach Rs 430,401 Cr by 2026: PwC
3. Data transfer is critical to Media & Entertainment industry : ETCIO.com