



# Developing the next generation of digital creators

Digital Hollywood trains young creative professionals in cutting edge digital content and creation on high-performance workstations



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*Tomoya Saito, Program Director,  
Business Design Program Department, Digital Hollywood*

## Customer profile



<b>Company</b>	Digital Hollywood Co., Ltd
<b>Industry</b>	Education
<b>Country</b>	Japan
<b>Employees</b>	100
<b>Website</b>	<a href="http://www.dhw.co.jp">www.dhw.co.jp</a>

## Business need

Digital Hollywood wanted to create an environment that is suitable for fostering and developing the next generation of digital creative professionals.

## Solution

The organization deployed Dell Precision workstations to deliver the high performance required for digital content creation.

## Benefits

- Performance demands from HD and 4K broadcasting standards are met
- 50 percent reduction in the number of system downtime incidents improves student performance
- Learning environment space improves with small form factor workstation
- Customization ensures the technology supports specific teaching and learning requirements

## Solutions at a glance

- [Client Solutions](#)
- [Deployment Services](#)

Digital Hollywood Co., Ltd. (Digital Hollywood) was established in 1994 as an institution to foster the next generation of young creatives working in computer graphics and website development. In 2004, Digital Hollywood established Japan's first vocational graduate school, and in the following year launched a four-year university course.

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The institution now has over 50,000 graduates working in digital creation. In recent years, the organization has been actively helping students develop skills in 3D animation as well as the new 4K broadcast standard, and it works closely with leading companies in the digital content industry to supply them creative talent.

The technology to create and manipulate digital images is advancing rapidly, and it is not unusual for 3D graphics and movie special effects to resemble an image of the real object. With new technologies emerging – such as 4K televisions and 3D printers – there have been significant changes to the way creative professionals in the digital age need to be trained. Taizo Yamamoto, Administrative Director, Digital Hollywood, says, "One thing that distinguishes the students at our school is their flexibility. They are able to handle many different concepts at the same time. The genre of digital images covers many areas, so a young professional in this field needs a broad knowledge base coupled with a varied set of experiences."

#### Supporting technical creativity

The professionals working in the digital culture industry set up their PCs the way they like it, with applications tailored to meet their needs. So in providing technology to students, Digital Hollywood emphasizes the importance of creating a stable and flexible environment within a university setting. At Digital Hollywood, several applications run at the same time, taxing the processing capabilities

of the workstations as they also have to be adept at handling and manipulating large volumes of image data. These workstations need to come with high-end specifications, and also have to be stable, highly available and reliable.

Students often come together in small groups to work collaboratively. Some of the more dedicated students will work through day and night, so workstations must be able to handle processor-intensive tasks for 24 hours. In addition to the processing power required to run these applications, the units themselves have to be robust, a criteria that Digital Hollywood has emphasized for many years. Tomoya Saito, Program Director, Business Design Program Department, Digital Hollywood, says, "Since our school was established, we have always ensured that high-spec workstations are available to our students, even if they cost more. Rather than using a student PC, these workstations combine high performance with excellent reliability – this is the type of environment we need to make available to our students."

#### Products & Services

##### Services

Dell Deployment Services  
– Custom Factory Integration

##### Hardware

Dell Precision T1700  
workstations

### Long-term partnership in developing digital professionals

As a result, Digital Hollywood has made Dell workstations available to its students from its inception. Over the years, the total number deployed has reached 1,000 units, and these have proved to be very popular with students. Yamamoto says, "The Dell workstations have always had an outstanding price-performance ratio. The rapid response on the service side means any calls receive a polite and quick answer. As a result of the combination of performance and support, Dell was our clear choice when it came to considering workstation vendors."

In working with Dell, Digital Hollywood deployed Dell Precision T1700 workstations featuring a 4th generation Intel® Core™ i7-4770 processor that ensures high performance as well as stability, with Intel supporting HD graphics to provide high performance image processing. The NVIDIA® Quadro® K600 video card, an option with this workstation, delivers the performance required by professionals using digital image technology.

### Small form factor enhances the learning environment

Previous workstations took up much more space and risked being damaged due to the small desk area for each unit. As the Precision T1700 can be completely desk-mounted with no floor unit, this has ceased to be an issue. Digital Hollywood could choose from two different designs, and the school selected the small form factor (SFF) model, which is the smallest in its class. The SFF was designed specifically in response to demand for a compact workstation due to the cost per unit area in Japan.

Yamamoto says, "Previously students used pen tablets and they would have to put the keyboard away, which meant we needed to choose desks that had somewhere to place the keyboard. Now with the SFF workstations, we have more than

enough space on the desks and this provides a significant improvement to our learning environment." The cabling in the classrooms has also become much simpler. Saito adds, "It is difficult to be creative in an environment that is packed with technical equipment. Using the SFF workstation means having a room that feels light and spacious. I now have high expectations for the creative work that our students will produce in these classrooms."

### Technology that keeps pace with innovation

Another improvement is the noticeable change in performance. The previous solution could run several applications at the same time, but there would be a noticeable drop in performance. Saito says, "This is a very important issue for people working in digital creative arts. When someone is really inspired to work and the computer can't keep up in terms of performance, the motivation of the person creating the work starts to dip. With the Precision T1700, these problems are a thing of the past."

### Eliminates disruptions to professional development

The efficient operation of the Precision T1700 and the stability of the platform have meant that daily maintenance has become much simpler and easier. Due to this, there is greater efficiency in operations and reduction in incidences of failure, resulting in improvements in the quality of the educational environment. There has also been a significant decrease in the number of emergency call-outs. The number of emergency incidents that require immediate attention has almost been eliminated since the installation of the Precision T1700 units.

Yamamoto says, "We used to have a system maintenance engineer in Osaka, but with the decrease in issues, we now deal with local school matters from the head office, via our network connection. The engineers can work on more important matters rather than rushing around fixing workstations." The improvements are also being felt



at the academic level. Students can now make their deadlines and create project plans without worrying about the performance or availability of the workstations. The Precision T1700 has contributed greatly to improving the quality of teaching and the overall learning environment.

#### **Simplifying complex customization demands**

In addition to the performance of the workstations, another reason Digital Hollywood chose the Precision T1700 was the support and service provision delivered by Dell. The CFI (Custom Factory Integration) service, which allows customers to create the hardware that they need to run their software, offers a degree of customization that supports a customer with specific needs. Digital Hollywood required cutting-edge hardware to create and manipulate graphical images, which often led to complexities with the structure of the hard drive. With CFI, all of these issues were resolved, and Digital Hollywood received the workstations ready for work.

Yamamoto points out that the service extends beyond new installations – when parts are swapped out, such as a hard drive, the new drive is installed

in the same condition as the one it replaced. “Other vendors swap out components but you get the computer back with the initial settings. The only vendor that allows this complex level of customization and provides a service level to match is Dell. As a result, our maintenance people do not have to update any machine that has gone in for servicing or new components as it comes back ready to work. This means a significant reduction in the work they have to do,” says Yamamoto.

#### **Focusing on the future of digital content in Japan**

At Digital Hollywood, the learning environment has improved since the introduction of the Precision T1700 workstations, not just from the perspective of the individual workstations, but also in terms of the design of the classroom space. Saito says, “With the move to full HD and 4K television as a standard, this provides challenges for PCs. In order for us to foster the next generation of creative professionals in this field, it is very important for us to have the best workstations in terms of specifications and performance so that our students can develop their skills.”

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