

Ars Thanea Customer Story

Smarter Innovates Production

Lenovo

Ars Thanea is a key production division of WPP, one of the largest marketing organizations in the world. As their work becomes increasingly virtual, they rely on the latest and most powerful tools available. Using cutting edge technologies from Lenovo Workstations and NVIDIA Omniverse Enterprise™, Ars Thanea is looking to the future to bring their clients' vision to life and reduce the environmental impact of production.

Bringing Creative Minds Together

With the world becoming more virtual and production costs increasing, Ars Thanea is focusing on technology-based solutions to improve the way they work and are determined to reach net-zero carbon emissions by 2030 by leveraging:



Creativity

Using the power of creativity to ensure that the future of production is better than ever before.



Environmentally Conscious

Exploring technology-based solutions to reduce the carbon footprint associated with production.



Cutting Edge Technology

Creating higher-quality, more efficient productions supported by the latest technologies.

“ We want WPP to differentiate itself through the tools that we use. We want artists who work for us to be working with the best software and devices in the world today and Lenovo is a critical partner on that journey. ”

Perry Nightingale, SVP Creative AI, WPP

Ars Thanea



NVIDIA
OMNIVERSE
ENTERPRISE



How Ars Thanea is Achieving their Goals with Lenovo Workstations

The Challenge: Learning to work in new ways, accelerated by the COVID-19 pandemic and the need to be more sustainable

As an award-winning creative production studio, Ars Thanea works on many worldwide campaigns. This creates collaboration challenges, which were amplified during the COVID-19 pandemic. Learning to work in a new way, Ars Thanea looked to innovate their virtual production and collaboration workflows to drive cost-efficiency for their clients and to meet ambitious sustainability goals on their behalf.

Technology-based solutions from Lenovo Workstations and NVIDIA Omniverse Enterprise transform Ars Thanea's virtual production and collaboration workflows

Utilizing cutting edge technology from Lenovo and NVIDIA, Ars Thanea is continuing to drive a hybrid, dynamic, and high-performance organization that gives employees the freedom to:



Easily Collaborate from Anywhere



Achieve Faster Production Times

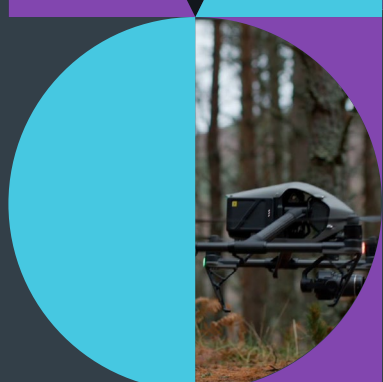
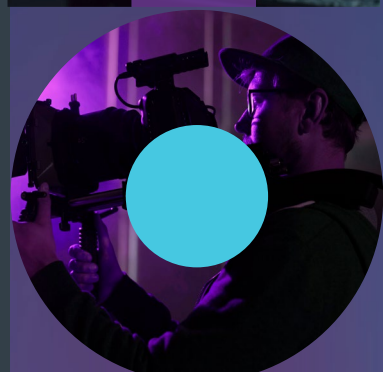


Reduce Cost and Waste

With virtual production as a key technology of the future, Lenovo Workstations and NVIDIA Omniverse Enterprise are the backbone of Ars Thanea's future production workflow. Ars Thanea's main principle is bringing creative minds together. Omniverse Enterprise is an end-to-end 3D design and simulation platform in which talented creative experts can share, collaborate, and integrate 3D from many industry-leading applications, such as Autodesk® 3ds Max® and Maya®, and Maxon Cinema 4D®, simultaneously from anywhere in real time.

Omniverse Enterprise is the platform Ars Thanea needs to communicate with other companies. They are also using the platform to store virtual sets, forming a library of locations that Ars Thanea can shoot digitally.

This solution allows for vast improvements in virtual production techniques and workflows. By integrating the software into the client review process, Ars Thanea can send interactive high-quality visualizations to stakeholders using Omniverse Enterprise, often with the director or lighting expert included.



How Lenovo Workstations Transformed Their Process

Lenovo

For end users of the NVIDIA Omniverse Enterprise platform, a powerful workstation is a must in order to facilitate virtual collaboration and real-time simulation. Lenovo ThinkStation and ThinkPad P Series Workstations have the power, speed and reliability that Ars Thanea requires for their new way of working. The ThinkPad P1 provides the high-end functionality to make real-time edits on the go and the ThinkStation P620 is critical to Ars Thanea's workflows, providing the game changing performance needed to achieve their goals.

ThinkPad P Series

Packed with the latest Intel® Core™ processors and graphics support up to NVIDIA RTX™ A5500 GPU, the Lenovo ThinkPad P1 is as light as it is powerful. Now with a liquid metal thermal design, the P1 provides improved cooling performance and long-term reliability. Designed with the modern user in mind, the P1 is 5G enabled for ultimate connectivity and boasts a 16-inch panel, narrow bezel, and 16:10 aspect ratio for more screen real estate.



ThinkPad P1



Processor

12th Gen Intel Core i7, i9 H-Series



Graphics

Up to NVIDIA RTX A5500



Memory

Up to 64GB DDR5 4800MHz



Storage

Up to 8TB M.2 PCIe Gen 4 NVMe Performance SSD



ThinkStation P Series

The Lenovo ThinkStation P620 with AMD Ryzen™ Threadripper™ PRO offers stunning performance with up to 64 cores and clock speed up to 4.5GHz. With up to two powerful NVIDIA RTX A6000 GPUs, the P620 enables game changing power and speed capable of rendering detailed 3D environments in real time. Perfect for those who demand more power for multi-threaded applications.

ThinkStation P620



Processor

AMD Ryzen Threadripper PRO



Graphics

Up to 2 NVIDIA RTX A6000



Memory

Up to 1TB 3200MHz DDR4



Storage

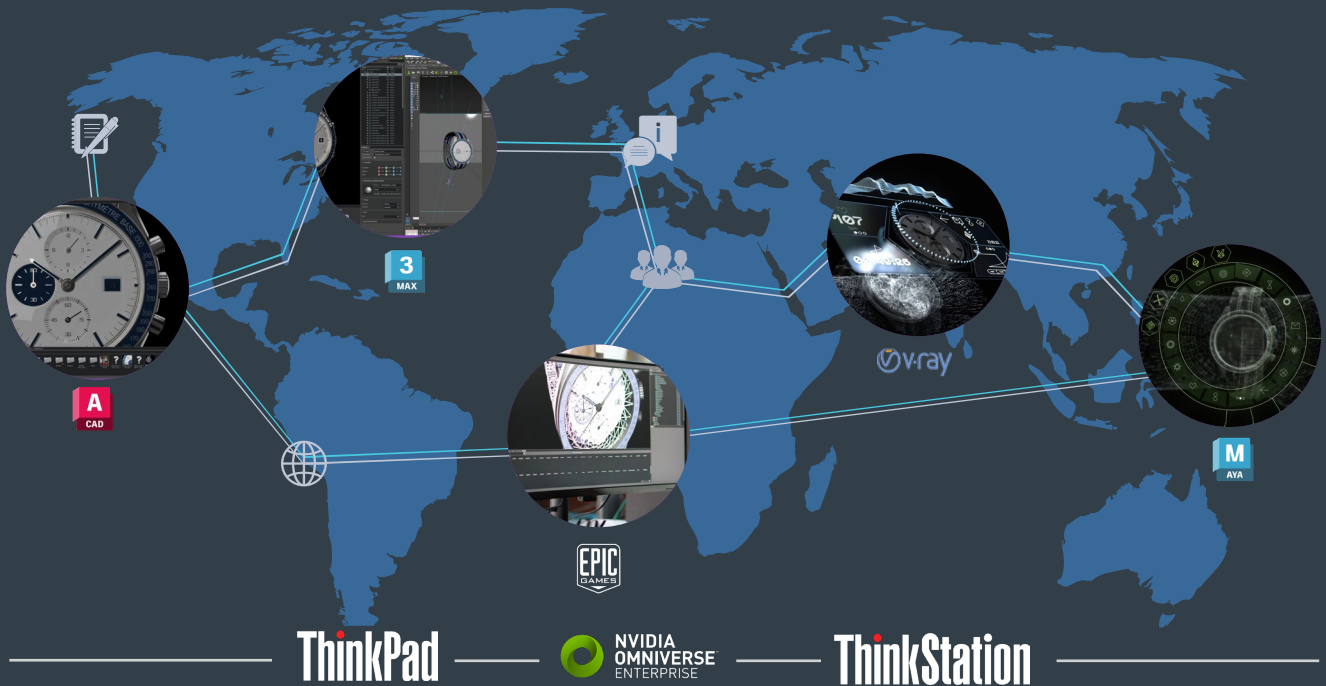
Up to 20TB M.2 PCIe NVMe SSD

“ I am actively using these tools to do my job and I have my pick of almost any device in the world, these are the ones I chose. I'd say I've built some of the best work of my career on the P620. ”

Perry Nightingale, SVP Creative AI, WPP

How It Works: NVIDIA Omniverse Enterprise

Enabling employees from across the globe to collaborate in real-time on complex 3D workflows



Why Lenovo

Focused on a bold vision to deliver smarter technology for all, Lenovo is developing world-changing technologies that create a more inclusive, trustworthy, and sustainable digital society. By designing, engineering, and building the world's most complete portfolio of smart devices and infrastructure, we are also leading an Intelligent Transformation – to create better experiences and opportunities for millions of customers around the world.

Building Better Futures





64% of WPP's top clients are carefully considering the impact they have on climate change and have committed to setting science-based carbon reduction targets.

To reduce the emissions associated with production, Ars Thanea investigated technology-based solutions.

Ars Thanea has been exploring a new production process, which involves shooting environments using drones to recreate the sets virtually, and then inserting products and actors into those environments. By deconstructing the process and shooting the scenes and sets separately, the environmental impact of the final product is dramatically reduced.

Net-Zero by 2030

More Sustainable Production:

-  Shoot environments with drones
-  Create virtual environments
-  Insert products and actors into virtual environments
-  Reuse

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