

M&E use case guide

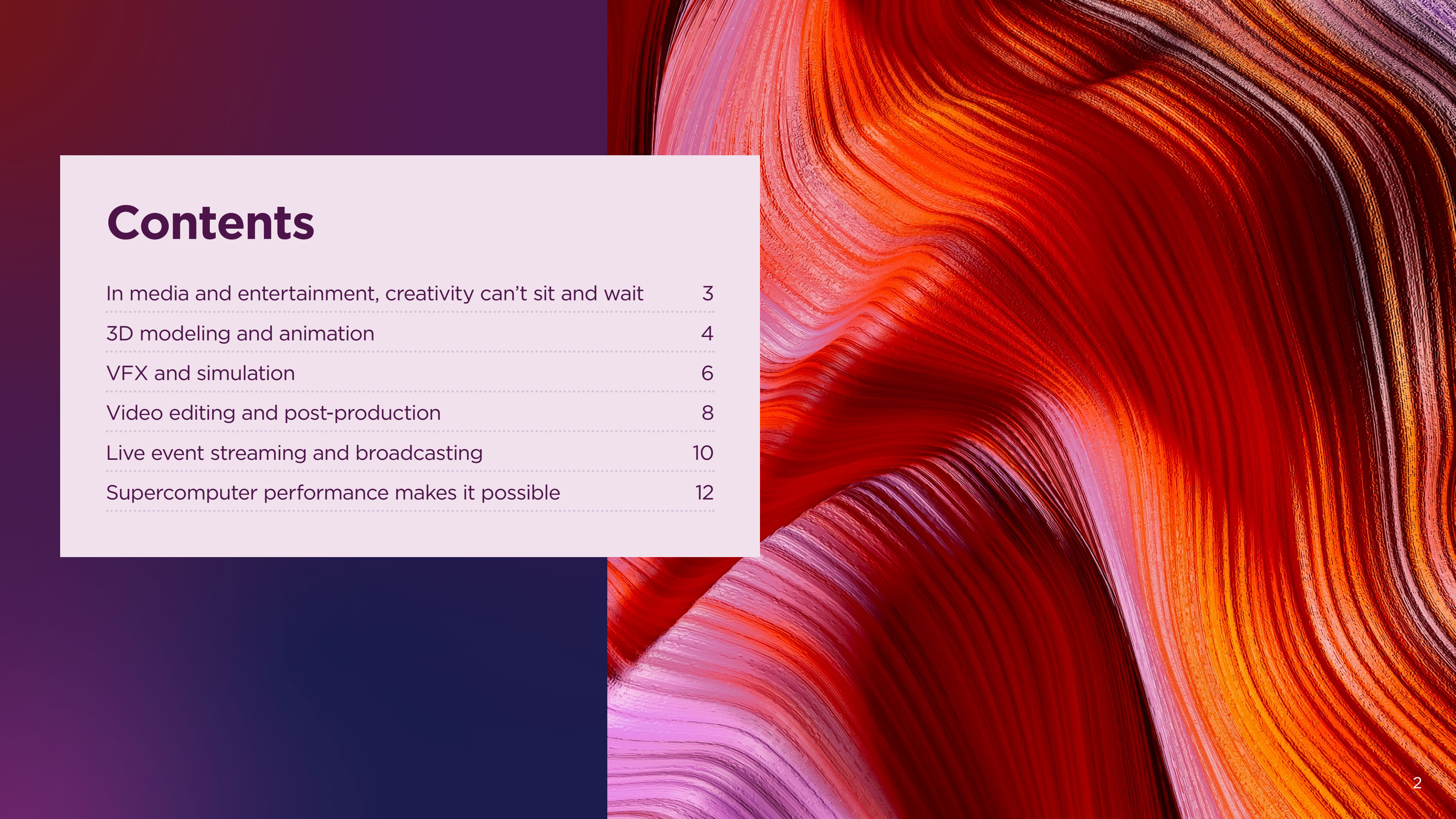
Four scenarios to supercompute your creativity.

How Lenovo ThinkStations help media and entertainment teams move at the speed of imagination.



Lenovo

ThinkStation P8



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In media and entertainment, creativity can't sit and wait.

In a lightning-fast industry, your ideas need to move at speed. When your technology can't keep up with your mind, inspiration slips away and your edge is eroded. To stay ahead artists need hardware that gives them the power and precision to let imagination lead, unimpeded.

Creating new worlds and telling untold stories is always going to be an epic undertaking. Just don't let the tech be the thing that's holding you back.

In this guide, we'll explore four media and entertainment workflows:



3D modeling and animation



VFX and simulation



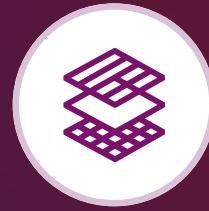
Video editing and post-production



Live event streaming and broadcasting

We'll show you how the right tech setup can help you turn creative bottlenecks into breakthroughs, and how studios like DreamWorks Animation, Wylie, Rising Sun Pictures, and broadcasters at Formula 1® rely on Lenovo to bring ambitious ideas to life.

Supercompute your 3D modeling and animation.



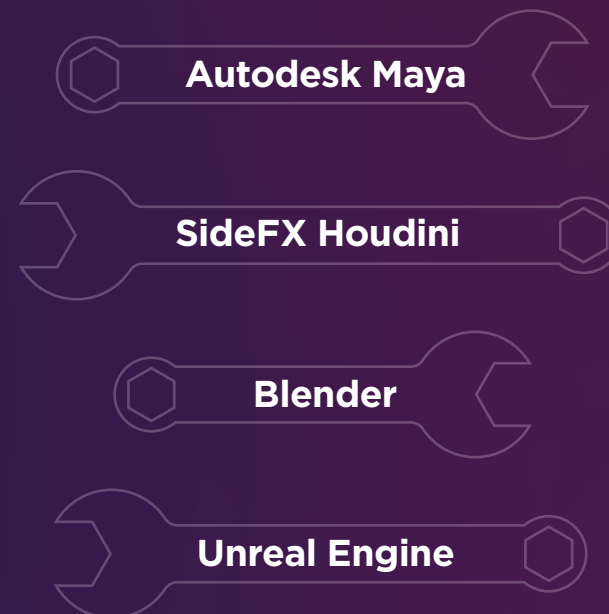
The dream? 3D creation that feels effortless. VFX artists with the freedom to move fluidly from concept to final frame without breaking creative flow.

The reality is different. High-poly assets, complex rigs, dense textures, and real-time previews place enormous strain on workstations. So, can you create complex scenes, juggle multiple demanding applications, and still stay immersed in the creative process?

Your workflows:



Your tools:



Challenges:

As model complexity increases and scenes become ever more detailed, creative rhythm is all too easily disrupted. Your CPU and GPU start feeling the strain. Systems lag when switching between heavy applications and high-poly models and complex rigs make viewports slow. The result? Interrupted workflows, fractured collaboration and frustrated artists.

YOUR IDEAL SETUP FOR 3D MODELING AND ANIMATION:

Lenovo ThinkStation P8.

Take back your momentum.

Lenovo ThinkStations are advanced by AMD Threadripper™ PRO processors for impressive multi-core performance that keeps high-poly scenes responsive and animation playback smooth. You're working with power you really can feel.

Accelerate your pipelines.

PCIe Gen 5, DDR5 memory, and expansive local storage keep assets instantly accessible. So work flows faster and tight deadlines become doable when you can iterate uninterrupted and reach the right result quicker.

Run multiple apps at once.

Move seamlessly between modeling, animation, and rendering without stopping to adjust settings thanks to Lenovo Performance Tuner which dynamically optimizes your system for each creative application.



ThinkStation P8



See them in action.

Making dreams reality at DreamWorks Animation.

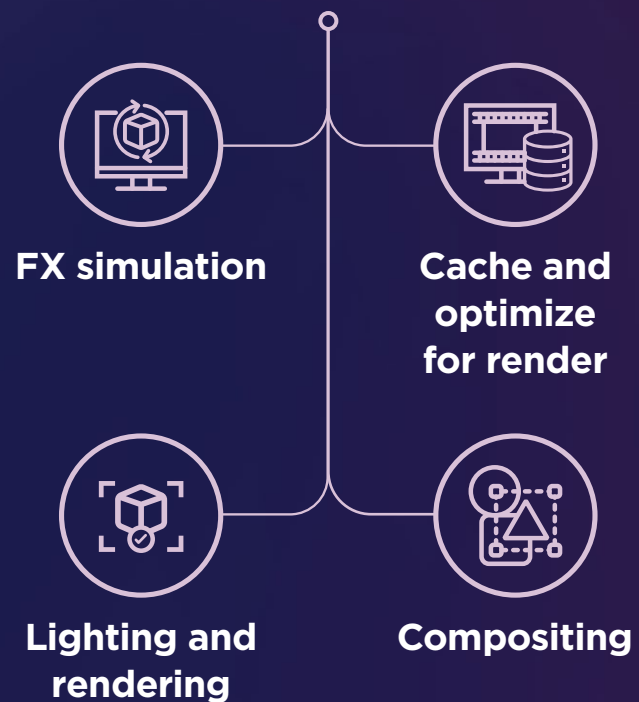
For 30 years, DreamWorks' artists had harbored a bold ambition: to create a new visual language that brought a stylized 2D look into 3D animation. But the limits of their compute power meant it was impossible to do at scale. By leveraging Lenovo ThinkStations, advanced by AMD, artists were able to realize this ambition in The Bad Guys 2.

Supercompute your VFX and simulation.

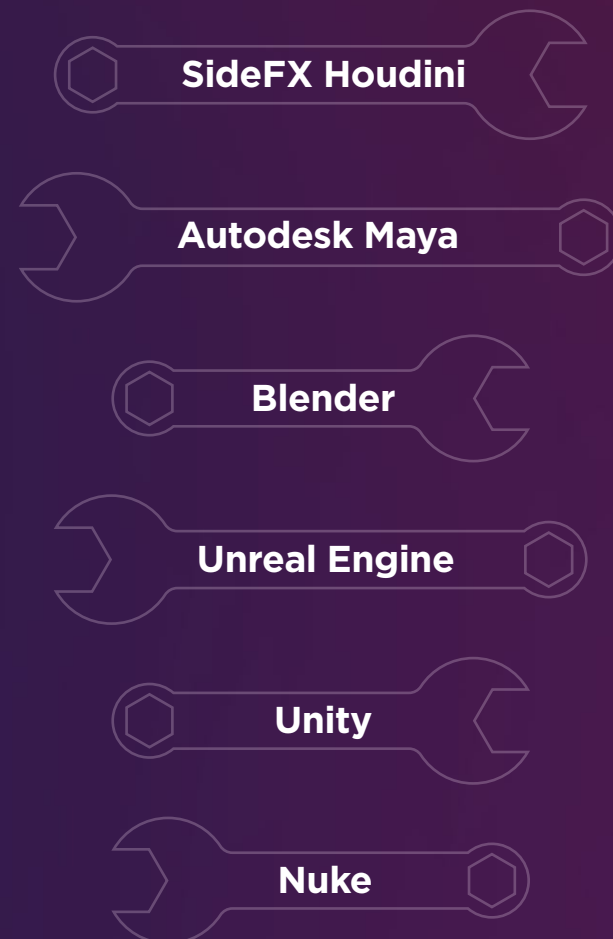


Bringing the dynamism of the real world to life on the big screen demands serious compute power. Add increasingly complex projects and increasingly tight deadlines and it's no surprise that VFX is feeling the pressure. But what if your machine could match your ambition, instead of curtailing it?

Your workflows:



Your tools:



Challenges:

Today's complex VFX and simulation workflows are pushing hardware to the edge. Massive datasets, complex physics, and long-running simulations demand extreme CPU performance, memory bandwidth, and rock-solid stability. When systems fall short, timelines suffer. Simulations take too long. Renders become backed up. Pipelines strain.

YOUR IDEAL SETUP:

Lenovo ThinkStation P8.

Make light work of heavy workloads.

AMD Ryzen™ Threadripper™ PRO processors offer the performance to handle demanding creative workloads with ease: from real-time 3D rendering to full-scene simulation.

More time to create.

The ThinkStation P8 dramatically reduces simulation and render times. You'll get more done in less time with up to 96 cores and clock speeds reaching 5.3 GHz.

Keep projects moving forward.

Don't let bottlenecks slow you down. PCIe Gen 5, ultra-fast memory and expansive local storage lets you edit high-res footage, simulate complex scenes and render at speed.

Multitasking made easy.

Lenovo Performance Tuner dynamically optimizes your workstation so you can switch effortlessly between editing, animating and rendering.



ThinkStation P8



See it in action.

High speed, high quality VFX. With Lenovo ThinkStation.

For award-winning movie Dune, Wylie Co. had to produce hundreds of post visualizations and final shots at breakneck speed. With the ThinkStation game-changing power the team could iterate and render faster to deliver quality at pace.

“To be successful in this business, you have to be incredibly efficient, and in order to do that, you have to have the best hardware.”

Jake Maymudes, CEO, Wylie Co.

Supercompute your video editing and post-production.



Post-production runs on momentum. Editors, colorists, and finishing teams move rapidly between cutting, grading, compositing, sound, and delivery. With 4K and 8K footage now routine, timelines and expectations are heavier than ever.

Your workflows:



Your tools:



Challenges:

Editing and post-production teams are under constant pressure to move faster without letting quality slip. Massive 4K and 8K files strain storage and memory, while complex timelines push systems to their limits. Renders queue up as exports eat into deadlines. Without real-time performance, creative momentum stalls when it matters most.

YOUR IDEAL SETUP:

Lenovo ThinkStation P8 in the studio.
Lenovo ThinkStation 14s or P16s on the go.

Keep creativity in perpetual motion.

Get performance you can depend on, wherever work happens, with the ThinkPad P14s and ThinkPad P16s. Advanced by AMD Ryzen™ AI PRO processors, they pack supercomputer power into a super portable format.



ThinkStation P8

Machines made for multitasking.

Leave lag behind. Switch smoothly between editing, animating, and rendering when Lenovo Performance Tuner dynamically optimizes your P-series workstation so you can run multiple heavy apps at once.



ThinkPad P16s



ThinkPad P14s

Elevate your collaboration.

Keep ideas moving smoothly between editors, colorists, sound designers, and VFX teams. Reduce bottlenecks when sharing timelines, reviewing cuts, and making last-minute changes, so teams can work together in real time.

Set a new pace.

Get more done, faster with machines that offer hefty processing muscle. With up to 96 cores/5.3 GHz in the P8, your projects will be the ones setting the pace.

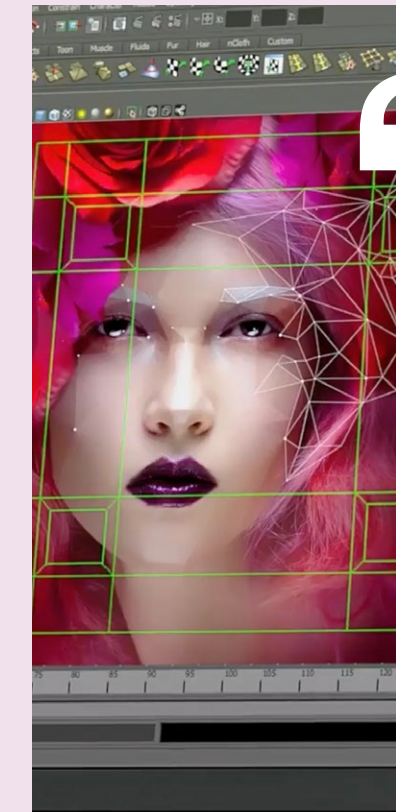


See them in action.

Powering productivity:

Lenovo ThinkStation.

Rising Sun Pictures were feeling the heat: juggling multiple complex projects at once and working under pressure to bring directors' visions to life. But Lenovo ThinkStations gave them the power to perfect projects much faster.



“When we migrated to the Lenovo workstations, the difference was night and day. The artists were able to turn around work significantly faster.”

Andrew Palmer, Look Development Supervisor, Rising Sun Pictures

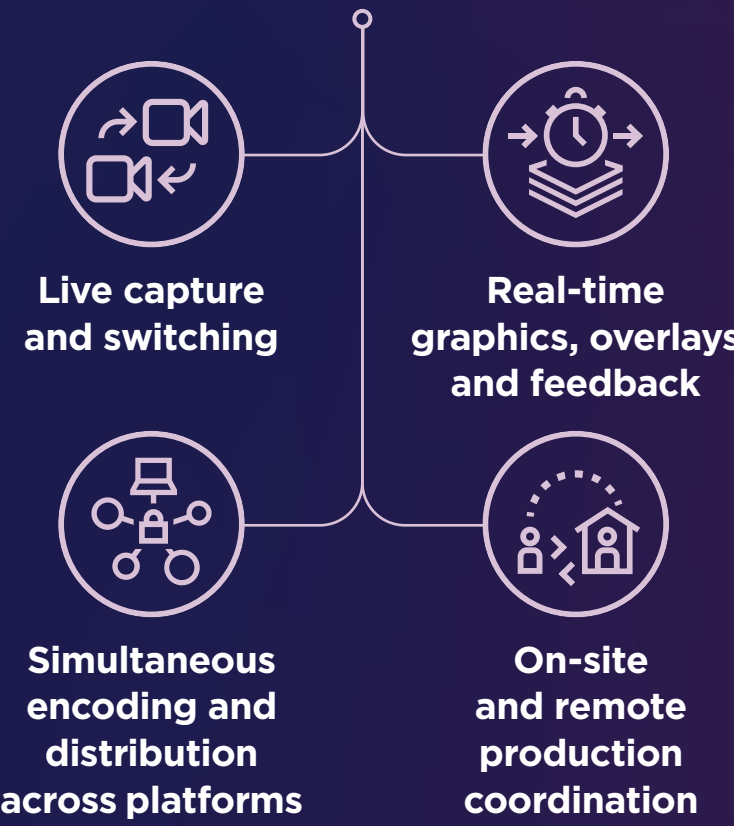
Supercompute your live event streaming and broadcasting.



In live production, there's no margin for error. And, when the world's watching in real time, there's zero tolerance for downtime. From capture and switching to real-time graphics, overlays, and multi-platform distribution, everything must work perfectly and simultaneously. No pause button. No retakes.

Your workflows:

Your tools:



- Adobe Premiere Pro
- OBS Studio
- VMix



Challenges:

During a Formula 1® race weekend, every frame must be captured, processed, and delivered without delay, while CPU and GPU resources are pushed to their limits. At the same time, crews need powerful systems they can bring with them from control rooms to trackside to temporary venues, without sacrificing performance or reliability.

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YOUR IDEAL SETUP:

Lenovo ThinkPad P14s and P16s on location.

Made for those who push limits.

Advanced by AMD Ryzen™ AI PRO processors, the ThinkPad P14s and P16s have the power to handle real-time encoding, effects, and graphics without dropped frames.

Rock-solid security.

Protect content and client data without slowing workflows with Lenovo ThinkShield and AMD PRO security. From secure boot and hardware-based protections to advanced encryption, your footage, IP, and credentials stay safe, wherever you are.

Built to handle the unexpected.

MIL-SPEC-tested durability for reliability in unpredictable, on-location environments. Designed to withstand shock, vibration, temperature extremes, and constant travel, these workstations are ready to keep performing, no matter what.



ThinkPad P14s



ThinkPad P16s



A Global Technology Partner of Formula 1®

See it in action.

Flawless performance for Formula 1®.

With Lenovo workstations.

In F1®, every millisecond counts so broadcasters need total trust in their technology. A single event generates over 650TB of data and kit has to handle extreme conditions but Lenovo hardware delivers the performance and durability they need to bring fans right into the action.

“ We have to have 100% reliability to make sure we’re never missing one moment. We send a lot of kit around the world... we turn up, press the button and we expect it to work. And it does.”

Chris Roberts, Director of IT, Formula 1

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Supercomputer performance makes it possible.

Creators can't let technology hold back their best ideas and biggest ambitions. Instead, you need hardware that can handle the demands of a high-pressure industry. A machine that moves at the speed of imagination. A supercomputer that's tuned to your craft.

Lenovo ThinkStations, advanced by AMD, combine supercomputer performance with workstation precision. Packed with immense power, dependable speed, built-in protection and personalized performance, they free you to run real-time workflows, iterate faster, hit every deadline without compromise. As you're bringing your vision to life and pushing storytelling to the limits, they're with you every step of the way.



ThinkPad P16s

MIL-SPEC tested

AMD Ryzen™ PRO
processor

Integrated AMD
Radeon™ 890M GPU

ThinkStation P8

Up to 96 cores

AMD Ryzen™
Threadripper™ PRO
processor

Up to 52TB storage





Pixel-perfect performance.

Your workflows never stand still. Your workstation shouldn't either. Push performance further with Lenovo workstations advanced by AMD—handling real-time 3D/VFX, 8K edits and simulations with scalable GPU, memory and storage to handle tomorrow's workloads.



Creativity, uninterrupted.

Uninterrupted creativity starts with Lenovo ThinkStations. With the power to multitask at lightning speed and play back in real time, and dynamic performance tuning keeping demanding creative workflows seamless across apps, your ideas move faster and your flow never breaks.



Custom-made for creators.

No two creators create in the same way. That's why you can customize Lenovo ThinkStations to work the way you do. Fine-tune for any creative environment—desktop or mobile—with modular designs, ISV-optimization and flexible upgrades. Configure graphics, memory and storage to match your editing, rendering or animation needs.



Secure every scene.

Great ideas come from hours of imagination and craft. And they deserve to be protected. Safeguard IP and client assets with Lenovo ThinkShield plus AMD PRO security—hardware, firmware and encryption protection that keeps data local and secure as projects move between teams, studios or sets.

Supercompute your creativity with Lenovo ThinkStations.

See why Lenovo ThinkStations, advanced by AMD, give media and entertainment professionals the power to push the limits of storytelling.



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