



DreamWorks Animation Collaborates on Films Using HP Halo Telepresence Solutions

HP Halo speeds execution of complex animation processes for *How to Train Your Dragon*

PALO ALTO, Calif., March 29, 2010 – HP today announced that its [Halo Telepresence Solutions](#) helped [DreamWorks Animation](#) create its latest film now playing in U.S. theatres, *How to Train Your Dragon*, by delivering increased artistic collaboration through real-time, face-to-face communication across continents.

DreamWorks Animation teams depend on HP Halo Telepresence Solutions to provide more effective collaboration on increasingly complex animated films. The latest release is a story of a Viking boy who befriends a fire-breathing dragon in “How to Train Your Dragon.”

The studio has recently stepped up its production of films, making the tight collaboration offered by Halo even more important to DreamWorks Animation’s business operations. Additionally, DreamWorks Animation is able to recruit the best talent for its films, regardless of their location, because of the personalized interaction that HP Halo provides.

“DreamWorks Animation needed a way for multi-campus teams to collaborate more effectively and to bring together the best talent from around the globe,” said Rob Scott, vice president and general manager, HP Halo. “HP Halo allows clients to engage in creative, real-time team visual collaboration. This easily lends itself to film production, and other highly visual and collaborative fields such as manufacturing and design.”

For *How to Train Your Dragon*, creative teams in Glendale and Redwood City, Calif., met face-to-face, virtually, via HP Halo studios in both locations. Using the system’s high-definition collaboration screen, teams were able to work together in a shared workspace on the detailed, computer-generated characters and environments that bring the film to life.

In particular, HP Halo was an instrumental part of collaboration between directors, art designers, and the effects artist on “*How to Train Your Dragon*.” The special effects team wanted the unique personalities of each dragon matched with a unique fire style while maintaining the overall artistic direction. Having the ability to pull the different development teams into one “virtual” room for reviews and feedback

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enabled that artistic achievement.

“A primary benefit of Halo is the immediacy it offers, allowing our creative teams to collaborate on-the-fly,” said Ed Leonard, CTO, DreamWorks Animation. “Because of technologies like HP Halo, we will be able to increase our production from two films per year to five films every two years, something no other animation studio has done.”

Global collaboration aids creation of TV programming

Recently, DreamWorks Animation began working with Paprikaas Animation Studios in Bangalore, India, to develop specialized television programming – such as *Merry Madagascar* and *Monsters vs. Pumpkins*. To collaborate across this distance, DreamWorks installed a HP Halo Collaboration Studio in Bangalore so teams could work together in real-time and develop stronger working relationships.

The role of Halo was extended to India where these new teams are mentored in the areas of visual arts and production skills. With the real-time video collaboration that Halo provides, they are able to leverage U.S.-based DreamWorks experts, around the clock, and with the click of a mouse, connect to these co-workers overseas.

HP co-developed Halo with DreamWorks Animation and introduced it to the market in 2005. HP Halo has been instrumental in a host of DreamWorks animated films since then, including the Shrek trilogy, Kung-Fu Panda and Bee Movie.

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