



Media and Entertainment Workflows

Dell Precision Workstations

Start Discovering

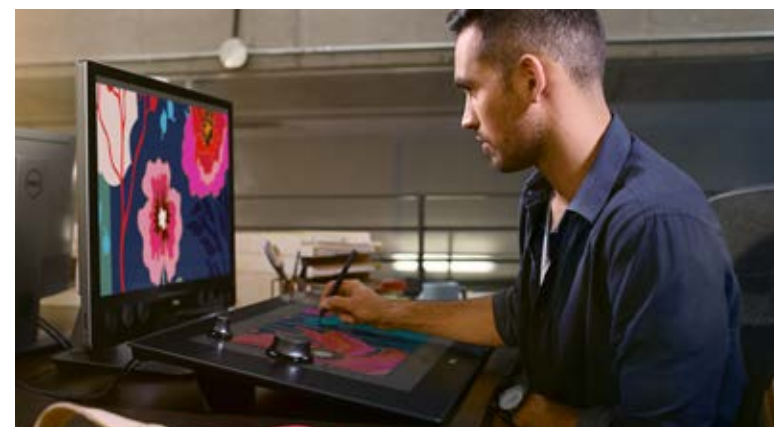


What you see is what they get

In a world where content is king and the discerning audience demands an end product that's more vivid and interactive, what is envisaged in the mind of the creator must transfer onto the screen. Over the Top streaming (OTT), Virtual and Augmented Reality (VR/AR), and High Dynamic Range imaging (HDR) are all transforming how people consume content, with the Media & Entertainment industry seeing new pipelines being driven by these technological innovations.

To keep pace, the creatives in your studio will need complementary hardware at their fingertips that delivers the computation power and rock-solid reliability necessary to produce content across modern media.

Where does your adventure begin?



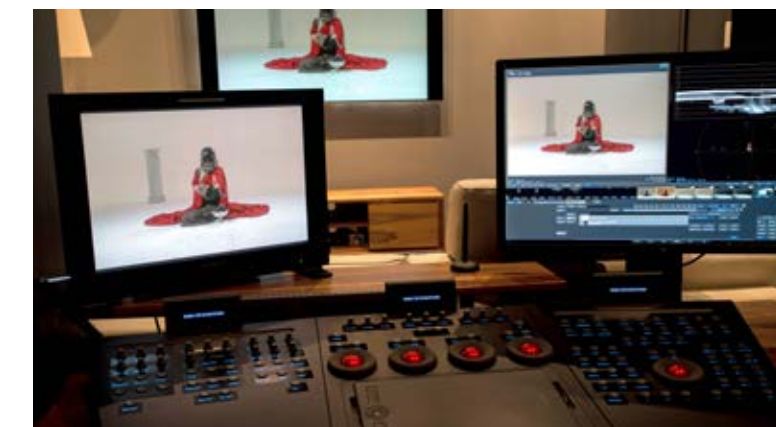
Graphic
Design

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Movies &
Television

[Find Out More](#)



Visual
Effects

[Find Out More](#)




Animated
Features
& Game
Creation

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Graphic Design Workflow


Power up your creativity and design your vision with a workflow for planning and projecting ideas and experiences through visual designs that will ‘wow’ clients and audiences.

Delivery forms can be physical or virtual and include typography, photography, and illustration.




2D IMAGE EDITING

Adobe® Photoshop®
Adobe® Indesign®
Adobe® Illustrator®
Adobe® Lightroom®



3D MODEL & ANIMATE

Adobe® Dimension®
Adobe® Substance®
Autodesk® 3ds Max®
Autodesk® Maya®
Blender 3D
Foundry Modo®
Maxon Cinema 4D



DELIVERY

Adobe® Dreamweaver®
Adobe® XD®
Adobe® Spark®

Challenges:

1. You’re pressed to acquire the appropriate technology that frees you to meet the expectations of a new generation of consumers who want content available on the latest devices.
2. Digital is ‘where it’s at’ and with viewer attention spans waning and audiences evolving, new and original content formats are necessary to help you stand out.
3. The capabilities of devices are changing month-by-month, forcing you to quickly create ground-breaking content that excites audiences and overshadows competitors.

How we’re turning challenges into opportunities:

Ultimate

Find Out More

Lightweight

Find Out More



Ultimate Graphic Design

Precision 5750

Turn your vision into glorious designs.

Without the right tools, Michelangelo couldn't have painted the Sistine Chapel. The Dell Precision 5750 mobile workstation is designed the way you'd design it. Not only does it look amazing, but it's the tool you need to bring your visions to life.

Precision doesn't just run applications. It's custom built for the job.

Dell Optimizer for Precision

Click here to learn about dynamic custom performance tuning for Engineering and Manufacturing applications.

[Find Out More](#)

ISV Certification

Click here to learn about the performance and reliability benefits of ISV certification for media applications.

[Find Out More](#)

Why Dell for Media and Entertainment?

[Find Out More](#)

Use case: Mark Mann Photographer

[Find Out More](#)

Dell Precision workstations are recommended and optimized for Adobe Creative Cloud.



Dell Precision 5750

Engineered to excel. Designed to impress. The world's thinnest, lightest and smallest 17" workstation is more powerful than ever featuring the latest Intel® Core™ and Xeon® processors. With option for NVIDIA® RTX™ graphics, stunning design and best-in-class display, it's designed to impress.

PremierColor HDR400 UltraHD+ resolution screen

You won't believe your eyes. View your projects with complete clarity.

Four USB-C with Thunderbolt ports.



Dell Precision 5750 mobile workstations configured with RTX GPUs are NVIDIA® Quadro RTX™ Studio ready.



Jabra Evolve 75

This wireless headset lets you get up to stretch without being tethered. Stay focused on your project with ambient noise cancellation and collaborate virtually with others.



X-Rite Colorimeter i1Display Pro

Ensure a perfectly calibrated and profiled display to your client's color palette while delivering the speed, options and flexibility needed to maintain color accuracy.



Dell Premier Wireless Keyboard and Mouse | KM717

Enhance productivity and enjoy its elegant design that will fit into virtually any workspace. For increased productivity, you can simultaneously pair up to two compatible devices with Bluetooth® LE.



Dell 27 UltraSharp 4K Monitor with PremierColor | UP2720Q

The new Dell UltraSharp 27" Monitor offers 100% Adobe RGB, 100% sRGB and 98% DCI-P3, with an integrated colorimeter to keep the monitor tightly calibrated. All of which are ideal for graphic designers who deal with color-critical projects.



Dell Thunderbolt Dock | WD19TB

Work at full speed with Dell's powerful Thunderbolt Dock. Charge your system faster, support up to three 4K displays and connect to your peripherals via a single cable.



Lightweight Graphic Design

Precision 5550

Turn your vision into glorious designs.

Creatives are only as good as their thoughts and the tools that make them a reality. The Dell Precision 5550 mobile workstation delivers the power, precision and ultimate portability that you'd expect from a mobile workstation.

Precision doesn't just run applications. It's custom built for the job.

Dell Optimizer for Precision

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ISV Certification

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Why Dell for Media and Entertainment?

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Use case: Important Looking Pirates

[Find Out More](#)

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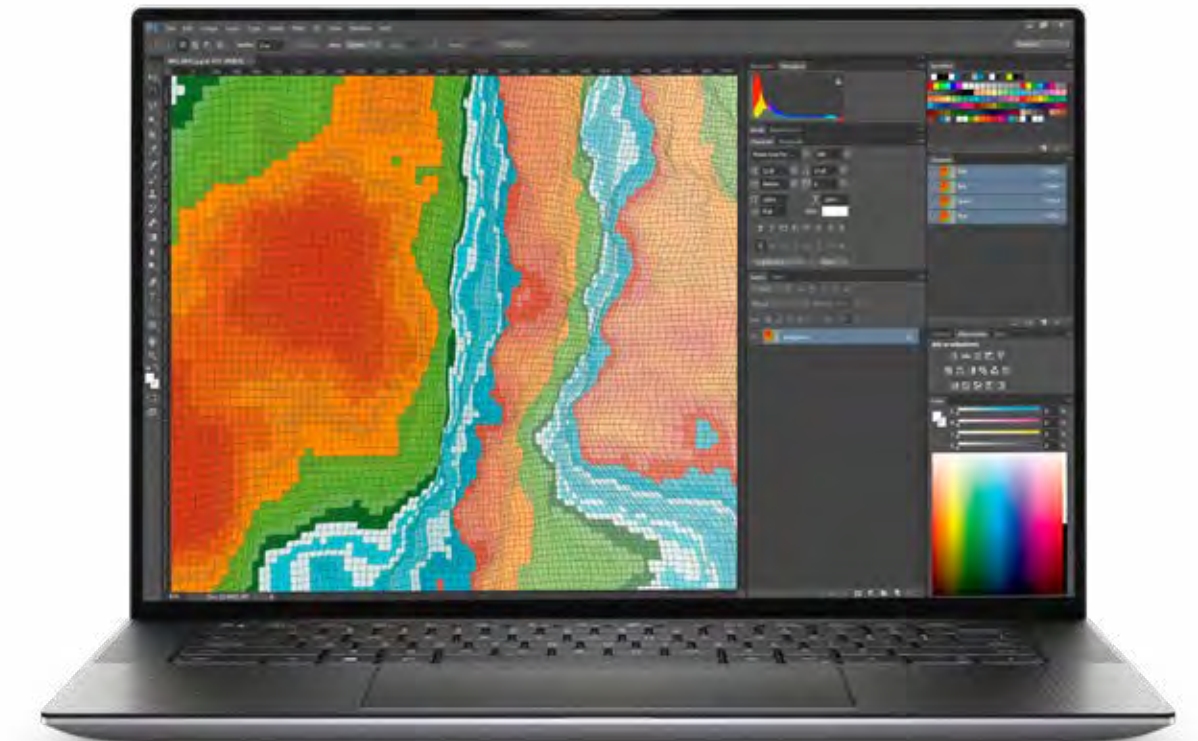
Dell Precision 5550

Maximum beauty. Minimal size.

The world's smallest 15" mobile workstation* certified with leading industry applications. Featuring the latest Intel® Core™ and Xeon® processors, this workstation provides better contrast ratios, touch support and picture quality with a 16:10 4-sided InfinityEdge display, up to HDR.



This system is 4lbs, yet packs plenty of power and is engineered to design, edit and finalize projects on the go.



*Based on Dell internal analysis of competitive mobile workstation products as of April 2020.

Dell Dock | WD19

Enhance your productivity with the World's most powerful USB-C docks with Dell ExpressCharge for faster charging*.



X-Rite Colorimeter i1Display Pro

Ensure a perfectly calibrated and profiled display to your client's color palette while delivering the speed, options and flexibility needed to maintain color accuracy.

*Based on Dell internal analysis of competitive products using publicly available data as of February 2019. Power Delivery of up to 130W when used with compatible Dell systems.




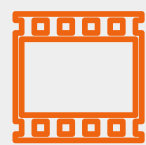
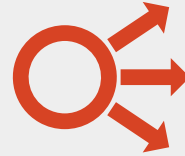










Dell UltraSharp 27 USB-C Monitor | U2719DC

See fine details and true-to-life 100% sRGB color on this 27" QHD monitor in an innovative, stylishly thin design with USB-C connectivity.



Movies & Television Workflow

Whether for the big or small screen, post-production workflows need to be crisp, clear and cutting-edge. That means media capture, editorial development, VFX and compositing, color grading and finishing, and publishing final finished media. Dell helps you push the envelope of innovation by dynamically fine-tuning your workstation to your preferred applications at the fastest possible speeds. And with ISV certification, you can rest assured you'll have performance and reliability.

 MEDIA CAPTURE	 EDITORIAL DEVELOPMENT	 MOTION GRAPHICS	 VFX + COMPOSITE	 SOUND DESIGN/MIX	 COLOR GRADE/FINISH	 PUBLISH
AJA	Adobe® Premiere Pro® 	Autodesk® Maya® 	Adobe® After Effects® 	Adobe® Audition®	Adobe® SpeedGrade®	Adobe® Media Encoder®
Blackmagic Design	Avid® Media Composer 	Autodesk® 3ds Max® 	Adobe® Photoshop®	Avid® Pro Tools	Autodesk® Flame®	
Bluefish444	Blackmagic DaVinci Resolve	Blender 3D	Assimilate Scratch	Blackmagic Fairlight	Blackmagic DaVinci Resolve	
GoPro	Grass Valley Edius	Foundry Nuke™	Autodesk® Flame®	Steinberg Nuendo	FilmLight BaseLight	
RED		MAXON Cinema 4D 	Blackmagic Design Fusion			
Sony		SideFX Houdini™	Foundry Nuke™			

Challenges:

1. Content creation standards are being driven to even higher resolution (8K).
2. Trends such as OTT, virtual production and HDR are creating all new pipelines.
3. Your studio has to rapidly expand and contract to accommodate spike projects.
4. An inability to call on high-power and fit-for-purpose infrastructure leads to costly outsourcing.
5. Trying to stay ahead of the competition means that your studio may need to open new facilities, close, or merge existing ones.

How we're turning challenges into opportunities:

Ultimate

Find Out More

Mobile

Find Out More



Ultimate Video Editing

Precision 7920 Tower

Precision workstations can dramatically improve real-time and offline rendering, using dedicated professional graphics card(s). With high-speed, multi-core CPUs like those found in Precision tower or rack workstations, it's time to make the switch. More reason to switch is they can come preinstalled with Linux, meaning you benefit from the power to design at a greater pace, configure images in minutes and transfer large and time-sensitive files with confidence.

Dell Optimizer for Precision

Click here to learn about dynamic custom performance tuning for Engineering and Manufacturing applications.

[Find Out More](#)

ISV Certification

Click here to learn about the performance and reliability benefits of ISV certification for media applications.

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Why Dell for Media and Entertainment?

[Find Out More](#)

Use case: Important Looking Pirates

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Use case: Framestore

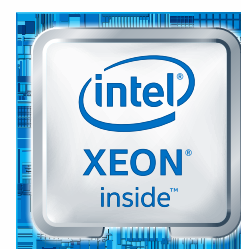
[Find Out More](#)

Use case: Sherpa Digital Media

[Find Out More](#)

Dell UltraSharp 32 8K Monitor | UP3218K

For when you're shooting in 6K or 8K, this 32" monitor allows you to review footage in its purest format.



Precision 7920 Tower

Featuring the latest Intel® Core™ and Xeon® processors. For when you're working on projects with large complexity, local and offline rendering and complex visual effects.



Dell UltraSharp 27 4K HDR Monitor | UP2718Q

Review your video in HDR10 with Dell's first 27" 4K HDR monitor. Dell PremierColor on this monitor offers everything you need to tackle color-critical jobs – wide color coverage, incredible color depth, accurate color and customizable color parameters.



X-Rite Colorimeter i1Display Pro

Ensure a perfectly calibrated and profiled display to your client's color palette while delivering the speed, options and flexibility needed to maintain color accuracy.



Dell Premier Wireless Keyboard and Mouse | KM717

Not only will it enhance productivity, but its elegant design will fit into virtually any workspace. For increased productivity you can simultaneously pair up to two compatible devices with Bluetooth® LE.



Dell UltraSharp 49 Curved Monitor | U4919DW

A revolutionary 49" dual QHD curved monitor with ultra wide views, multitasking features and seamless connectivity for an immersive work experience.



Jabra Evolve 75

This wireless headset lets you get up to stretch without being tethered. Stay focused on your project with ambient noise cancellation, and collaborate virtually with others.



ATTO FastFrame NQ42

ATTO's FastFrame 40 Gigabit Ethernet network interface cards are designed to enable full-utilization of 40 GbE bandwidth on Dell EMC Isilon, the industry's #1 family of scale-out network-attached storage systems for collaborative postproduction workflows.



Mobile Video Editing

Precision 7750

When you're working on-set, on the move, or on large, complex projects, Dell's most powerful 17" mobile workstation is ideal for local and offline rendering and complex visual effects. It can come preinstalled with Linux, meaning you get the power to design faster, configure images in minutes and transfer large, and time-sensitive files with confidence.

Dell Optimizer for Precision

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Why Dell for Media and Entertainment?

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Use case: Framestore

[Find Out More](#)

Use case: Sherpa Digital Media

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Dell Precision 7750

Power as big as your ideas

Built with the latest Intel® Core™ and Xeon® processors, blazing-fast memory with up to NVIDIA® Quadro™ RTX 5000 graphics, we're giving power to the people when they need it, wherever they need it.

PremierColor HDR600 UltraHD+ resolution screen

You won't believe your eyes. View your projects with complete clarity.

HDR & 8K support

Support for HDR and 8K resolution with DisplayPort 1.4 as well as dual Thunderbolt 3.



Dell Precision 7750 workstations configured with RTX GPUs are NVIDIA® Quadro™ RTX Studio ready.



X-Rite Colorimeter i1Display Pro

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Jabra Evolve 75

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Additional productivity when you need it.

Dell Performance Dock | WD19DC

Incredibly powerful Thunderbolt Dock delivering up to 210W. Leave your power brick at home and plug in one cable for both data and power for your Precision 7750 workstation.



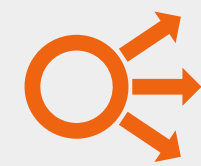
Dell UltraSharp 32 8K Monitor | UP3218K

For when you're shooting in 6K or 8K, this 32" monitor allows you to review footage in its purest format.



Visual Effects Workflow

Modern visual effects make the unreal look real for audiences. For creators, Dell's superior visual effects technology takes the realms of probability and transforms it by dynamically fine-tuning your workstation to run your preferred applications at the fastest possible speeds, and with ISV certification, you can rest assured that you'll have guaranteed reliability too.



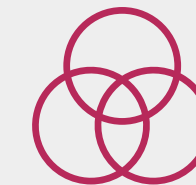
MOTION GRAPHICS

Autodesk® Maya®	
Autodesk® 3ds Max®	
Foundr Modo®	
Foundry Katana®	
MAXON Cinema 4D	
SideFX Houdini™	
Blender 3D	



VFX + COMPOSITE

Adobe® After Effects®	
Adobe® Photoshop®	
Assimilate Scratch	
Autodesk® Flame®	
Blackmagic Fusion	
Foundry Nuke®	



COLOR GRADE/FINISH

Adobe® SpeedGrade®
Autodesk® Flame®
Blackmagic DaVinci Resolve
FilmLight BaseLight



PUBLISH

Adobe® Media Encoder®

Challenges:

1. Being forced to move large parts of your infrastructure and render farms to accommodate electrical power constraints.
2. Trying to release superior content that relies on available industry talent.
3. Discerning and increasing sophistication of viewing audience requires more realistic VFX.
4. Trends such as OTT, VR and HDR are creating all new pipelines.

How we're turning challenges into opportunities:

Ultimate

[Find Out More](#)

Mobile

[Find Out More](#)



Ultimate Visual Effects

Precision 7920 Tower

For visual effects artists that want to develop mind-blowing visual effects.

The revolution in visual innovation begins here. Make sure you are a leader, not a follower.

Precision doesn't just run applications. It's custom built for the job.

Dell Optimizer for Precision

Click here to learn about dynamic custom performance tuning for Engineering and Manufacturing applications.

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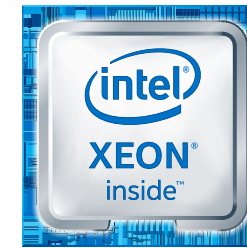
Why Dell for Media and Entertainment?

[Find Out More](#)

Use case: Cinesite

[Find Out More](#)

Use case: Picture Element

[Find Out More](#)

Precision 7920 Tower

Featuring the latest Intel® Core™ and Xeon® processors. For when you're working on projects with large complexity, local and offline rendering and complex visual effects.

Dell UltraSharp 32 8K Monitor | UP3218K

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Review your video in HDR10 with Dell's first 27" 4K HDR monitor. Dell PremierColor on this monitor offers everything you need to tackle color-critical jobs – wide color coverage, incredible color depth, accurate color and customizable color parameters.



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Dell Premier Wireless Keyboard and Mouse | KM717

Not only will it enhance productivity, but its elegant design will fit into virtually any workspace. For increased productivity you can simultaneously pair up to two compatible devices with Bluetooth® LE.



Dell UltraSharp 49 Curved Monitor | U4919DW

A revolutionary 49" dual QHD curved monitor with ultra wide views, multitasking features and seamless connectivity for an immersive work experience.



Jabra Evolve 75

This wireless headset lets you get up to stretch without being tethered. Stay focused on your project with ambient noise cancellation, and collaborate virtually with others.



ATTO FastFrame NQ42

ATTO's FastFrame 40 Gigabit Ethernet network interface cards are designed to enable full-utilization of 40 GbE bandwidth on Dell EMC Isilon, the industry's #1 family of scale-out network-attached storage systems for collaborative postproduction workflows.



Visual Effects On-The-Go

Precision 7750

For visual effects artists that want a power boost to produce mind-blowing effects anywhere they please.

Dell's most powerful* 17" mobile workstation is ideal for video editors working on large, complex projects and for local or offline rendering of complex visual effects.

Precision doesn't just run applications. It's custom built for the job.

Dell Optimizer for Precision

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Find Out More

ISV Certification

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Why Dell for Media and Entertainment?

Find Out More

Use case: Cinesite

Find Out More

Use case: Picture Element

Find Out More

*When equipped with Intel® Xeon® E -2286M, 8-core Xeon, 128 GB RAM, NVIDIA® Quadro™ RTX 5000 graphics. Based on Dell internal analysis, May 2019.

Dell Precision 7750

Power as big as your ideas
Built with the latest Intel® Core™ and Xeon® processors, blazing-fast memory with up to NVIDIA® Quadro RTX™ 5000 graphics, we're giving power to the people when they need it, wherever they need it.

PremierColor HDR600 UltraHD+ resolution screen
You won't believe your eyes. View your projects with complete clarity.

HDR & 8K support
Support for HDR and 8K resolution with DisplayPort 1.4 as well as dual Thunderbolt 3.



Dell Precision 7750 workstations configured with RTX GPUs are NVIDIA® Quadro™ RTX Studio ready.



X-Rite Colorimeter i1Display Pro
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Additional productivity when you need it.

Dell Performance Dock | WD19DC
Incredibly powerful Thunderbolt Dock delivering up to 210W. Leave your power brick at home and plug in one cable for both data and power for your Precision 7750 workstation.



Dell UltraSharp 32 8K Monitor | UP3218K
For when you're shooting in 6K or 8K, this 32" monitor allows you to review footage in its purest format.

Animated Features & Game Creation Workflows

In movies, animators only have to worry about what's going to be on-screen in the field of vision, whilst in 3D video games, environments must work at a full 360-degree level. Dell delivers dynamic workstation fine-tuning to run your preferred applications at the fastest possible speeds, and with ISV certification, you can rest assured that you'll have guaranteed reliability too.

2D IMAGE EDITING	3D MODEL & ANIMATE	VR HARDWARE PLATFORMS	SOUND DESIGN/MIX	SOFTWARE DEVELOPMENT	INTERACTIVE (GAME) ENGINES
Adobe® Photoshop®	Autodesk® 3ds Max®	HTC Vive	Adobe® Audition®	C# ('C-sharp')	Amazon Lumberyard
Adobe® Premiere®	Autodesk® Maya®	Oculus Rift	Audacity	Javascript	Crytek Cry Engine
Adobe® After Effects®	Foundry Modo®	Samsung Gear VR	Avid® Pro Tools	Microsoft C++	Epic Unreal Engine
Substance Designer	Maxon Cinema 4D	Sony Playstation VR	Magix SoundForge	Perforce	Unity 3D
Substance Painter	Blender 3D			Python	
	SideFX Houdini™				

Challenges:

1. Being forced to move large parts of your infrastructure or render farms to accommodate electrical power constraints.
2. Trying to release superior content that rests on available industry talent.
3. Games are more immersive and expansive than ever.
4. Discerning and younger audiences are rejecting lower-quality games.
5. Trends such as OTT, VR and HDR are creating all new pipelines.
6. Continued growth in multiplatform games, especially mobile platforms.

How we're turning challenges into opportunities:

Ultimate

Find Out More

Mobile

Find Out More

*Not all VR delivery platforms require connectivity to a host workstation.

Ultimate Animating

Precision 7920 Tower

Dell's most powerful* fixed workstation delivers ultimate performance and scalability to grow alongside your vision. Now there's no limit to your potential. And, these workstations can come preinstalled with Linux, giving you the power to design faster, configure images in minutes with starker and more lifelike graphics, plus transfer large and time-sensitive files with confidence.

Dell Optimizer for Precision

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[Find Out More](#)

ISV Certification

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[Find Out More](#)

Why Dell for Media and Entertainment?

[Find Out More](#)

Use case: Powerhouse Animation

[Find Out More](#)

*When equipped with two Intel® Xeon® Scalable Processors, available 3.0TB 2666MHz of memory capacity and NVIDIA® GP100 graphics. Based on Dell internal analysis of competitive workstation products as of October 2017.



Precision 7920 Tower

Featuring the latest Intel® Core™ and Xeon® processors. For when you're working on projects with large complexity, local and offline rendering and complex visual effects.



Dell UltraSharp 38 Curved Monitor | U3818DW

The expansiveness of this 37.5" curved screen paired with virtually borderless InfinityEdge creates a near-complete field of view, providing an almost uniform visual focus that reduces eye movement across the screen. With fewer distractions, you'll work more comfortably and productively.



HTC Vive Pro

Review your CGI project in 3D.

3dconnexion SpaceMouse Pro

Tumble/track/dolly in one single fluid motion, without shuffling between the mouse and keyboard.



X-Rite Colorimeter i1Display Pro

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Dell Premier Wireless Keyboard and Mouse | KM717

Not only will it enhance productivity, but its elegant design will fit into virtually any workspace. For increased productivity you can simultaneously pair up to two compatible devices with Bluetooth® LE.



Mobile Animating

Precision 7550

Dell's most powerful 15" mobile workstation is ideal for working on large, complex projects. And for local or offline rendering of complex visual effects. Talking about power, these workstations come preinstalled with Linux, giving you the power to design faster, configure images in minutes with starker and more lifelike graphics, and transfer large and time-sensitive files with confidence.

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Dell Precision 7550

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PremierColor HDR600+ UltraHD resolution screen

You won't believe your eyes. View your projects with complete clarity.

HDR & 8K support

Support for HDR and 8K resolution with DisplayPort 1.4 as well as dual Thunderbolt 3.



Additional productivity when you need it.

Dell Performance Dock | WD19DC

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Enterprise Solutions
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Public Sector Solutions
1.800.800.0019

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