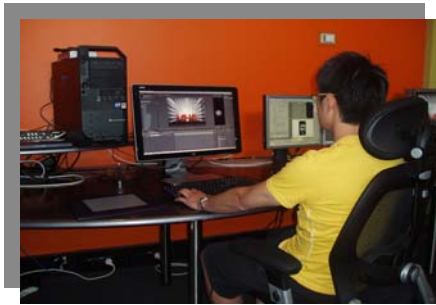


Lenovo gets creative with B-Line Digital - HD and Beyond



"The Lenovo ThinkStation D20 has an edge. It's a clean machine to work on and it's trouble free; a beautiful workhorse."

*David Byak,
Owner,
B-Line Australia*

Solution at a Glance:

Lenovo's ThinkStation D20 has allowed B-Line to confidently meet the challenges of every client project. The ThinkStation D20 has more than halved the time spent on rendering processes, ensuring that the deadlines of each and every client are met. The ThinkStation D20 workstation has catered to B-Line's complex editing processes and is strong enough to cope with the large projects and the detailed motion graphic works.

What is the ThinkStation D20?

The Lenovo ThinkStation D20 has been released by Lenovo for design and graphics professionals. It has been engineered to run demanding and graphically intensive applications. Powered by two Intel XEON processors with optional Turbo Boost capabilities, the ThinkStation D20 is quick and quiet and designed to do more, faster.



Objective

B-Line aims to provide premiere digital media facilities and creative production to broadcast, telecom and high end corporate television markets. B-Line's specialist services in high-end production and high definition video require top of the line, robust workstations to support the team. Delivering projects on time and on budget is of the utmost importance to the team and the technology they use plays a critical role in ensuring this.



Customer Profile

David Byak, the owner of B-Line, started the company in 1998 as a part time business. B-Line's speciality is in high end production and postproduction and has attracted a strong client base of telcos, advertising agencies and other production companies. Its scope of work includes television commercials, in store digital displays, 3G encoding for telcos, 2D and 3D modelling. The enthusiastic and passionate team pride themselves on personal service and exceeding client expectations.

Challenges

B-Line requires heavy duty edit and new media tools with high speed capabilities to ensure that projects are of the highest quality and delivered to the client when promised. B-Line's complex line of work also means that their tools need to be versatile for a vast range of projects. With tough

deadlines and high end video productions often loaded to the brim with special effects, B-Line required a world class editing and new media station, with the high processing, memory capacity and robustness to support the team.

Why Lenovo

With a strong appreciation for “hotted up” computers, and the need for fast and reliable tools, B-Line employed a Lenovo ThinkStation D20. The speed and reliability of the unit continues to provide numerous business benefits for B-Line. The ThinkStation D20 has enabled the team to deliver high quality projects and meet all client deadlines. The ThinkStation D20 has become a central tool in B-Line’s rendering processes, has advanced production and editing capabilities, helped to solidify a steady workflow and assisted in keeping their clients happy.

Business Benefits

B-Line has been able to increase its productivity and produce quality work at break neck speed. Through increased rendering speeds with the ThinkStation D20, projects that are loaded with effects are completed on time for client deadlines. The rendering speed of the ThinkStation D20 has allowed B-Line to reduce downtime caused by slower rendering processes and instability on other machines, saving them large amounts of time that can now be spent on other projects and being more creative.

World class technology for a growing business

As a high-end editing and new media production company, the growth of B-Line since 1998 has seen an increased need for superior and world class facilities and work equipment. The changing office environment, the high calibre of work and the ensuing expansive client portfolio required a more reliable and robust workstation that helped the team deliver quality projects to their clients, on time.

Since acquiring the Lenovo ThinkStation D20 two years ago, the team at B-Line have been able to commit to their promise of providing a perfect balance of technical and production services, along with high level creative input. With an appreciation for top of the line equipment, the team at B-Line grew to rely on the ThinkStation D20 which quickly became an integral part of their creative process. “I was simply amazed by the ridiculous speed and reliability of the Lenovo,” said David Byak, owner of B-Line. “When in doubt and the other machines are failing to get the job done well, we use the ThinkStation D20 to get us out of dire situations.”

The speed and reliability of Lenovo’s ThinkStation D20

The technology used in the editing and new media production industry is critical in determining not only the quality of a project, but can be the deciding factor in whether deadlines are met. The speed of the ThinkStation D20 is what the team at B-Line have come to rely on most. “The ThinkStation D20 is unbelievably fast. We’ve thrown renders to it that would normally take twenty minutes to save on our old machine. It took three minutes on the D20,” said David Byak.

The ThinkStation D20 has become an instrumental tool in the rendering process for B-Line. The heavy duty nature and stability of the workstation with its capacity to render large projects without falling over has been integral to the productivity and steady workflow of the company. According to Byak, B-Line could have missed deadlines without the ThinkStation D20. “Sometimes we have projects that are jam-packed with effects and other machines can’t cope. The rendering process isn’t possible because the projects are simply too intense for the machine. Using the ThinkStation D20 has been a lifesaver. We haven’t had any problems with it; it’s a solid, stable, clean machine.”

Premier creative production with Lenovo

High end technology plays a critical role at B-Line. In partnering with Lenovo, B-Line has advanced its production and editing capabilities and solidified a steady workflow by keeping its clients happy. B-Line prides itself on meeting customer deadlines, and the ThinkStation D20 plays a major role in ensuring that this is possible.