

# GUNPOWDER®



>50% cost improvement  
for Google Cloud C3 instances  
over previous instances.<sup>1</sup>

“In our industry, speed—and time—is money. The deadline drives everything. A piece of content from a creative perspective is never finished. The more iterations an artist can complete, the better the end product.”

Tom Taylor, founder,  
Gunpowder

## Gunpowder Cuts Digital Rendering Time and Cost on New Google Cloud Instances

Gunpowder, a digital VFX service and technology provider, combines its knowledge of the efficiencies of hyperscale cloud capabilities with its expertise in effects creation and rendering. Gunpowder has provided rendering services for digital artists, such as Refik Anadol and Urs Fischer, using Google Cloud, leveraging sometimes tens of thousands of servers around the world. The company recently tested new Google Cloud instances with 4th Gen Intel® Xeon® Scalable processors. Benchmarks showed both accelerated rendering times and lower cost—as much as 52 percent better performance/dollar—compared to instances with earlier generations of Intel® Xeon® processors.<sup>1</sup> These are benefits that serve both the artists and the producers.

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<sup>1</sup> For more complete information about performance and benchmark results, visit <https://www.intel.com/content/www/us/en/customer-spotlight/stories/gunpowder-customer-story.html>