

NICE SHOES CUSTOMER STORY

Nice Shoes is a creative production and post-production studio that finds creative solutions for their client in a collaborative, passionate and extremely knowledgeable environment. Focusing on problem solving solutions across the production process, Nice Shoes creates lasting experiences and immersive worlds.

The Challenge: Ever increasing project complexity calls for a new way to look at technology

Nice Shoes thrives on customer experience, putting an emphasis on simplifying the production process and giving customers the quality of service they want and the product quality they need. Evolving customer expectations mean higher requirements for their production tools. Having hardware that not only keeps up, but helps remove barriers for Nice Shoes during demanding projects.

“ Having a partner like Lenovo allows us to make it about the creativity by giving the artist the tool set and the time to make beautiful imagery. ”

Robert Keske, CIO, Nice Shoes

Unleashing your Creativity

 **NICESHOES**

www.niceshoes.com

Lenovo[™]


NVIDIA[®]

HOW **LENOVO** **WORKSTATIONS** TRANSFORMED THEIR PROCESS

Lenovo™ workstations, with the power of NVIDIA® Quadro™ graphics, enable Nice Shoes to complete projects faster and more efficiently than ever before.

Nice Shoes is leveraging the power of the ThinkStation P920 to work with and create large format and technically complex television projects. Powered by NVIDIA Quadro graphics along with Autodesk Flame® and Adobe Premiere Pro®, Nice Shoes has been able to differentiate itself from the competition by delivering visually stunning work, regardless of complexity, on time and on budget. And, with the power and performance of Lenovo workstations, Nice Shoes can iterate faster than ever, to not only meet but exceed their clients' requirements and expectations.

“ DP's now are shooting 8k, 6k, 4k, but the client is asking for things to go that much faster. That's when your hardware becomes so crucial. When we migrated to the Lenovo workstation platform, the power increase that we got allowed us to play back 21 layers of video without rendering it. I've never been able to play that many layers of video back in real-time on any other workstation platform. It was amazing. ”

Nice Shoes Editor



**ThinkStation
P920**

Powered by
**NVIDIA
Quadro**

Powered by
**INTEL
XEON**

Up to
**4.4Ghz
28 Cores**

Lenovo™

ThinkVision

ThinkStation

Recommended Specifications:

- Graphics:** NVIDIA Quadro RTX™ 6000
- Processor:** Dual Intel® Xeon® Scalable Processor
- Memory:** 192GB DDR4
- Storage:** M.2, PCIe, Solid State Drives
- OS:** Windows 10 Pro for Workstations
- Monitor:** ThinkVision P44w

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