



## Crest Animation Studios Limited

*A specialist in the area of 3D computer graphics and animation.*

The product: Crest has developed RenderMAX, an HPTC (High Performance Thru-put computing) product to undertake parallel project execution for better quality and generate more revenues for the organization within a shorter span of time and using less resources.

The innovation: Using RenderMAX, Crest is about to execute a couple of HD and film projects on 3D CGI, something that has not been attempted by any studio until now in the global markets.

### The product highlights

- RenderMAX came live in 2003, and enabled the company to address multiple parallel project pipelines.
- After RenderMAX, Crest began working on a minimum of four and sometimes six projects at the same time.
- Today, Crest is considered one of the biggest volume producers of 3D-CGI in the global markets.
- From 2002, till date, the company has delivered about 3000+ minutes (14 and more projects) of 3D-CGI for overseas customers.
- Crest recently won the "Best IT implementation of the year 2006," Award, conferred on it by PC Quest magazine.