Autodesk and Google Offer Creative Professionals New Maya Service for Google Cloud Platform ZYNC Render

Autodesk and Google are collaborating to provide media and entertainment customers with highly scalable cloud computing services for cost-effective, faster rendering using the tools artists already know.

Questions and Answers
Overview

Autodesk and Google are collaborating to provide creative professionals with the ability to render Autodesk® Maya® projects on Google Cloud Platform. The new Autodesk Maya cloud service for ZYNC Render on Google Cloud Platform will allow users to scale their rendering workload quickly and efficiently, granting effectively unlimited compute capacity without the need to purchase, lease, or manage their own render farm infrastructure.

Cloud computing represents a growing and increasingly critical need for creative professionals who frequently manage intense and highly fluctuating, “bursty” rendering workloads. The Google Cloud Platform provides them with highly scalable, cost-effective, secure compute resources that can scale to handle projects of any size. Initially available for Maya, Autodesk’s goal is to expand its media and entertainment (M&E) cloud solutions to other products and platforms.

Questions and Answers

1. **What is the news?**
   
   On Monday April 18th 2016, Autodesk announced that it is collaborating with Google to provide customers with the ability to render 3D scenes created in Autodesk Maya on Google Cloud Platform ZYNC Render. Customers will be able to register with ZYNC Render and, after creating a Google Cloud Platform account, render images using a new cloud-optimized Maya service.

2. **What advantages does the ZYNC Render service offer?**
   
   Google Cloud Platform ZYNC Render gives creative professionals, from individual artists to mid-sized studios, scalable rendering capacity in a way that fits their existing workflow with built-in support and licensing for software. It provides users with a secure, cost-effective means of rendering images without having to invest in building a render farm or managing hardware. For larger companies, ZYNC Render can be used to add capacity seamlessly to their on-site rendering capabilities, at no additional capital expenditure, allowing them to “burst to the cloud” as production schedules require.

   Given the highly variable needs of production with ‘crunch-times’ and ‘downtimes’, cloud-based rendering allows you to scale up and down based on your actual needs. Google Cloud Platform is one of the only providers to allow studios to pay by the minute only for what artists render. Today, even the largest feature film studios ‘burst’ to the cloud during crunch-times. ZYNC Render provides this same capability to small and medium-sized studios, down to the individual artists, with ease.

3. **What exactly is the service and how much will it cost?**
   
   The service uses a ZYNC Render plugin for Maya to render 3D scenes on Google Cloud Platform using a cloud-optimized rendering service for Maya. You can use any of the Maya-supported renderers on ZYNC (currently Arnold, V-Ray and Renderman). Pricing starts at $0.60/hr (US MSRP only).

   Please check the [ZYNC website](http://www.zyncrender.com) for full details on pricing and availability.
5. **What do you mean by a cloud-optimized Maya service for ZYNC Render?**

   ZYNC Render uses a specially developed, highly parallelized, Maya service to render on Google Cloud Platform which has been optimized to run as micro-services (cloud instances) at an unprecedented level of computational granularity (such as cores per minute). This is required to effectively execute and scale Maya processes on the cloud and increases cloud rendering performance by an order of magnitude. Combined with the scalability, per-minute pricing, and performance of Google Cloud Platform, studios of all sizes and individual artists can tap effectively infinite rendering resources in the cloud.

4. **But Google Cloud Platform already offered cloud rendering. Could I not do this before?**

   Autodesk did not previously have a version of Maya that could be licensed to run in a cloud deployment. This is required to execute Maya processes on remote virtual computers. Autodesk began beta testing such capabilities late last year and has developed a cloud-optimized Maya service that we are now launching in collaboration with Google Cloud Platform ZYNC Render. These optimizations have resulted in rendering efficiencies that are often an order-of-magnitude greater, affording artists tremendous gain in rendering throughput.

6. **Will there be a ZYNC render service for 3ds Max?**

   Autodesk is actively researching new cloud-rendering solutions for both 3ds Max and Maya, however, each product is following its own roadmap, milestones, and technical optimizations. This includes researching Google Cloud Platform ZYNC Render as well as other solutions such as the 3ds Max cloud-rendering prototype recently previewed on Autodesk Labs.

7. **Can I use Maya on other cloud platforms such as Amazon Web Services and Microsoft Azure?**

   No, the service is only being offered on Google Cloud Platform ZYNC Render. Autodesk will continue to test and evaluate other types of services but at present this capability is only offered on ZYNC Render.

8. **Is cloud-rendering secure?**

   Yes, cloud rendering is typically as secure if not more secure than most private networks. Few companies have the IT expertise and budgets to maintain highly secure networks comparable to cloud providers such as Google. Google invests significant resources ensuring its cloud solutions are secure, meet **compliance standards** such as ISO 27001, and are regularly audited by independent third parties for security vulnerabilities. Further, Google has been working with independent auditors such as **Independent Security Evaluators** to ensure cloud rendering meets guidelines of top studios for rendering.

9. **Who uses cloud rendering?**

   Many studios today already use burst rendering to public cloud platforms to handle peak capacity needs. Smaller companies also use the cloud for rendering often through third party services such as Google Cloud Platform ZYNC Render. Some examples can be found [here](#).

10. **Can I try this for free?**

    All new ZYNC accounts receive $300 in Google Cloud Platform credits that can be used to try the service for free. Note, these credits will expire within 60 days after registering.
About Google Cloud Platform ZYNC Render

Two things will always remain the same in visual effects and design: project schedules will fluctuate, and the effort to get to final will continue to be impossible to predict accurately. ZYNC was developed as a mission critical in-house tool to address these very issues. Our users require flexible solutions that allow them greater creative freedom, while decreasing long term overhead and startup costs.

This is where ZYNC was born and where we live. At the edge of change, bringing unmatched burst capacities to existing facilities and enabling new ways for smaller creative teams to excel. Allowing both groups to deliver higher quality work than they could before while enabling them to build their future organically. To date we’ve been the go-to render solution on over a dozen feature films and hundreds of commercials totaling over 10 million core hours completed. Other customers that have done rendering on Google Cloud Platform include The Mill, MPC, Framestore, Atomic Fiction, Moonbot Studios, and a52.

In 2015 Google acquired ZYNC and offers Google Cloud Platform ZYNC Render as a turnkey rendering service for individual artists and small/medium-sized creative studios.

About Autodesk

Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges.

Autodesk’s media and entertainment group builds 3D animation, visual effects and production tools for artists to create amazing entertainment. Hundreds of thousands of artists choose our tools to tell their stories, make their games, visualize architectural designs or even to explore the molecular workings of a cell. Our engineers include leading industry experts in animation, color science, rendering and virtual production and production management and have won nine Academy awards for scientific and technical achievement.

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