



OpenDrives Solution Brief

Accelerating eSports with OpenDrives

e-Sports is one of the hottest spectator sports around. e-Sports involves competitive video gaming and attracts both live and remote audiences, just as with any other sporting events such as football and baseball games, or even tennis matches. The industry has evolved to incorporate professional competitors, organized leagues, competitive tournaments, and of course media distribution channels to broadcast matches to these growing audiences.

Because the e-Sports industry is aligning increasingly with mainstream media and entertainment, OpenDrives has the right storage solutions to support a number of key production workflows.

Seriously Entertaining

Anybody who's played a video game recently knows just how elaborate a cut scene can be. A cut scene is a pause in the action of the game. It's really a stitching device, filling in key aspects of the storyline and helping to frame upcoming challenges. In the early days, cut scenes were rather crude animated scenes with more text than animation. Many will fondly recall those early cut scenes in many of Nintendo's most popular game series—actually pushing a button to move the cut scene along and refresh the text.

Cut scenes have visual and technical sophistication equaling that of any animated show or movie. In essence, you are watching a movie, as well as participating in it in between the cut scenes. Producing these elements requires all the technical production capabilities of any animation studio for TV and movies.

Another key aspect for video game production is the marketing process. The internal marketing departments of these studios use clips from the evolving game to build their advertisements and teaser videos.

They take footage from the game play itself, cut together into a seamless ad, then apply an additional layer of graphics as the final polish.

Without this workflow, video game producers would not be able to generate the hype and demand required to launch successful games into the market—and have them adopted by e-Sports gamers, leagues, and tournaments. This workflow, too, is resource-intensive and extremely demanding on the storage infrastructure.

And let's not forget one of the most interesting evolutions in e-Sports: the growth and popularity of broadcast content focused on gaming. This is one of the key cross-over areas where e-Sports starts to resemble very strongly the spectator sports covered by the likes of sports networks and dedicated online sports sites. Professional commentators resemble those in the broadcast booth of any broadcast football or basketball game, commenting on and reporting about professional gamers, the industry, and even announcing the game play. Some of this content is broadcast live via multiple digital channels, while much of the content gets packaged up and distributed after competition.

OpenDrives Shared Storage Solutions

From the production of video games to the advertising, broadcasting, and distribution aspects, the storage infrastructure plays a critical role in ensuring optimal performance and workflow efficiencies. OpenDrives has unique and proprietary storage technology that delivers more performance and cost-saving efficiencies at a very attractive price point. Where content is created and is actually core to driving the business forward, OpenDrives provides an ideal fit, one that is much better than the generic IT storage solutions of the past.

OpenDrives and our storage solutions bridge the gap between these two parties. We've worked with some of the largest and most successful media and entertainment companies in the world to overcome technical challenges with storage. Now, we're working with video game production companies and the e-Sports industry as a whole to do the same. We've worked with the creative side and the IT side to ensure that both parties get their needs met.

For the creative side, we provide storage solutions that allow them to run through their workflows rapidly and efficiently. For IT, we provide safe, secure, scalable, and future-ready storage solutions.



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