



# Fast transfers enable collaboration for leading 3D conversion house

## AT A GLANCE

### Industry

Media & Entertainment

### Products

Aspera Connect Server  
Aspera Client

### Challenge

Gener8 needed a fast and secure file transfer solution to move large media assets between clients and third-party vendors.

### Solution

Selected Aspera Connect Server to transfer media files to and from clients, and integrated Aspera into the Cumul8 tool to manage asset flow between vendors.

### Results

- With Aspera, Gener8 experiences transfer speeds that are 6 times greater than with SFTP.
- With fast transfers, collaboration with VFX vendors is easy, and projects can be completed as quickly as possible.

Gener8 is an industry leader in 3D stereo conversion services for the entertainment industry. With many of Hollywood's top studios among the company's clientele, Gener8 has provided its services for an impressive selection of top tier Hollywood films, including *Iron Man 3*, *Prometheus*, and *The Amazing Spider-Man*.

To help filmmakers manage the flow of digital assets between visual effects vendors, Gener8 launched a unique cloud-based asset management system, Cumul8™, in 2012. Gener8 also uses the platform internally to move media files between vendors and through each stage of processing.

Gener8 relies on Aspera to transfer large video files to and from clients as well as to move files between third-party vendors via Cumul8. The seamless integration of Aspera's patented FASP™ transport technology into the state-of-the-art Cumul8 management and analytics system delivers speed, ease-of-use and efficiency for their customers.

## CHALLENGE

When Gener8 first ventured into 3D conversion in 2010, the company needed a mechanism to effectively move full-length video files to and from major studios. With most of their clients located in Los Angeles,

the distance between Gener8's Vancouver, BC headquarters and the Hollywood studios posed a challenge. The network latency, which typically measured between 6 and 38 milliseconds between the two sites, caused file transfers to slow down delaying delivery of content and extending the production timeline.

*"Everyone we deal with knows how to use Aspera. It's so straight forward. That's why it has become the de facto standard in our industry."*

● Jason Navaro  
IT Manager, Gener8

Working with studios' high-value content also presented the issue of security, which is a big priority for Hollywood clients concerned with protecting their assets. Gener8 ruled out SFTP because many vendors were apprehensive about the level of security and were unwilling to use it. Plus, SFTP was incapable of transferring large data sets over the WAN at satisfactory speeds.

Gener8 needed a transfer solution to securely retrieve and return files to clients, as well as to integrate easily with their Cumul8 platform in order to facilitate fast collaboration between vendors and Gener8.

## BENEFITS

**Fast transfers:** With high-speed FASP transfers, Aspera maximizes bandwidth and moves Gener8's large media files through the pipeline and to and from clients at the fastest speeds possible, regardless of file size, transfer distance, or network conditions.

**Easy Integration:** Using command line API tools, Gener8 was able to easily and seamlessly integrate Aspera within the Cumul8 platform.

**Strong security:** Aspera's enterprise-grade security plan features built-in, thorough SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting the valuable assets of Gener8's clients.

## ABOUT GENER8

Gener8 is a media technology company with two divisions—a studio and a technology group. Its studio is an industry leader in 3D stereo conversion services for the entertainment industry, with many high profile credits including The Amazing Spider-Man, Ghost Rider 2 and Harry Potter. The technology division provides 3D technology and cloud-based data management and analytics to the entertainment industry. Gener8's head office is located in Vancouver, British Columbia and has approximately 140 employees across both divisions. The executive team draws on years of experience developing graphics technology in commercial software, video games and the film industry.

To learn more, visit [www.gener8.com](http://www.gener8.com)

## SOLUTION

After reviewing their options, Gener8 selected the Aspera Connect Server to manage media file transfers from the point of initial ingest through project completion and return delivery to clients.

For 3D conversion projects, Gener8 uses Aspera to pull in visual effects composites and all the associated elements from several visual effects houses. After files are uploaded to the inbound watch folder and ingested into the pipeline. Gener8 then outsources pieces of the projects to third-party vendors. Gener8 simply provides Aspera account logins for each vendor, and they can immediately log into the system via the Aspera Connect Web-browser Plugin and begin uploading and downloading files.

The Aspera integration within the Cumul8 API allows Gener8 to automate file movement through each step of the process while Cumul8 tracks the piece-by-piece progress of projects through the pipeline. For major projects, VFX vendors set up automated transfers to send in pieces of content to the Aspera server housed at Gener8's stereo conversion house, at which point automated processing is triggered.

Throughout the process, Gener8 enforces maximum encryption in transit and at rest, while also benefitting from the other built-in security features offered by Aspera, which include SSH authentication and data integrity verification for each transmitted block. Aspera delivers peace of mind for Gener8 and their clients that their valuable content will remain safe.

*"Aspera is the piece that ties all of us together. It's the highway for our clients' assets. And it's the only thing they're comfortable with us using within our vendor network and our client network, too."*

● Jason Navaro  
IT Manager, Gener8

## RESULTS

With the same assets, same Internet connection, and same machines doing the transfer, Gener8 experiences transfer speeds around 6 times faster with Aspera than they experienced with SFTP. Fast transfer speeds mean fast collaboration between Gener8 and outsourced vendors, so projects can be completed and returned to clients with the quickest turnover possible.

"Aspera is the piece that ties all of us together," said Jason Navaro, IT Manager at Gener8. "It's the highway for our clients' assets. And it's the only thing they're comfortable with us using within our vendor network and our client network, too."

Aspera's dependability, predictability, and ease of use benefit Gener8, motion picture studios, and third-party vendors alike. Aspera provides a simple, intuitive user interface, so Gener8 doesn't need to provide instructions or go back and forth with the clients and vendors before they can get started using Aspera. And with known connection speeds, Gener8 has the ability to predict exactly how quickly assets will be transferred. With automatic retry and resume of partial or failed transfers, Aspera provides a worry-free experience.

"Everyone we deal with knows how to use Aspera. It's so straight forward," added Navaro. "That's why it has become the de facto standard in our industry."

## About Aspera

Aspera is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented FASP™ protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at [www.asperasoft.com](http://www.asperasoft.com)