

## Setting creativity free with AI in filmmaking

Kennedy Miller Mitchell (KMM) relies on Generative AI (GenAI) built on the Dell AI Factory with NVIDIA to rapidly bring creative visions to life in fast-paced global production collaborations.



### Business needs

Movie production companies like KMM focus on turning directors' visions for films into entertainment for global audiences. Technology provides the canvas on which they express their creativity, leveraging technical innovation in software applications and powerful hardware to accelerate creative outcomes.

### Business results



**50x acceleration** of film production processes.



**20x performance gain** in distributing production files.



**20% reduction** in production staff overhead.



Enables **rapid pre-visualization** of entire film sequences.



Offers **immediate flexibility** to realize directors' changing creative ideas.

### Solutions at a glance

- [Dell AI Factory with NVIDIA](#)
- [Dell Precision AI-ready Workstations with NVIDIA RTX-powered GPUs](#)
- [Dell PowerScale](#)
- [Dell UltraSharp monitors](#)



**50x acceleration of film production processes.**

## Innovation at the speed of creativity

Kennedy Miller Mitchell (KMM) is an Australian film, TV and video game production house. KMM has worked on many highly successful and groundbreaking movies such as the *Babe* and *Happy Feet* movies as well as the *Mad Max* films, including *Furiosa: A Mad Max Saga*.

By partnering with Dell Technologies and using Dell AI-ready solutions, KMM is transforming a production model that hasn't changed much in decades. Yan Chen, studio architect at Kennedy Miller Mitchell, says, "Thanks to GenAI powered by the Dell AI Factory with NVIDIA, we can produce and deliver more films faster, and do so in a meaningful way that's more targeted toward audiences."

## Ensuring faithfulness to the creative vision

KMM's GenAI platform takes advantage of proven innovations from the Dell AI Factory. It comprises Dell Precision AI-ready workstations with NVIDIA RTX GPUs and Dell PowerScale to store, distribute and enable real-time collaboration on production files. "Dell Technologies augmented by NVIDIA provides an advanced AI solution that delivers outstanding performance at a great price point," says Chen. "These best-of-breed solutions from Dell Technologies are our preferred choice for mission-critical work when we want to make sure what's captured can be processed reliably and accurately. Dell Precision workstations with NVIDIA RTX GPUs provide the best balance of CPU and GPU computing that I've ever seen."

## A shorter, easier journey from idea to finished film

KMM production workflows are greatly accelerated on the GenAI platform. Chen explains, "Dell Precision workstations with NVIDIA RTX GPUs and Dell PowerScale let us use GenAI to realize directors' creative visions at a speed previously unknown in modern filmmaking. We're operating about 50 times faster than we did with more traditional methods."

KMM's GenAI solutions run with uncompromised reliability, requiring minimal manual storage management and freeing valuable IT time for more strategic work. "Choosing Dell Technologies solutions means that we don't need as much troubleshooting from IT and have fewer headaches in the studio," Chen comments. "This makes it possible for us to deliver large-scale films on time and under budget with ease."

## Powering global collaboration and unrestricted creative productivity

In the GenAI realm, choosing the right architecture is a key strategic consideration. With direct GPU communication, high-speed data processing and seamless scalability, Dell PowerScale allows organizations to accelerate their GenAI journeys and achieve better outcomes. KMM implemented PowerScale on premises, safeguarding its distinctive assets and enabling globe-spanning collaborations. KMM creative teams and KMM partners and suppliers anywhere can create, store and share files frequently amounting to tens of terabytes without worrying about limitations.

Loading entire scenes, which often requires opening thousands of files simultaneously, used to require artists to wait as long as 10 minutes per session. Today, they can perform this step in 30 seconds or less, thanks to minimal storage latency. KMM can easily distribute huge files at a moment's notice in response to a director's or artist's need. "One key reason for our partnership with Dell Technologies is the ability of PowerScale to scale horizontally and vertically," Chen comments. "As the backbone of our data storage and dissemination, it enables us to move information quickly and efficiently, even when dealing with large volumes of data."

**"Dell Precision workstations with NVIDIA RTX GPUs provide the best balance of CPU and GPU computing that I've ever seen."**

**Yan Chen,**  
Studio Architect, Kennedy Miller Mitchell

“ Thanks to GenAI powered by the Dell AI Factory with NVIDIA, we can produce and deliver more films faster, and do so in a meaningful way that’s more targeted toward audiences.”

Yan Chen,  
Studio Architect, Kennedy Miller Mitchell



## Realizing the vision before the shoot

In pre-visualization, KMM combines GenAI and real-time technology to create entire film sequences for the director before a shoot. Following a shoot, KMM designers and other creatives can use AI to refine and augment what cameras captured with new shots, instantaneously reflecting a director’s creative vision with great flexibility.

The KMM production team relied on Dell Precision AI-ready workstations powered by NVIDIA GPUs to pre-visualize an entire 15-minute chase sequence in *Furiosa: A Mad Max Saga*, store the data on the Dell PowerScale platform and re-create the sequence for the actual shoot. Chen says, “In our AI factory, we can achieve great results at a fraction of the cost and time. We pre-visualized *Furiosa: A Mad Max Saga* in six to eight months with a very small crew. Traditionally, that would take one to two years and about five times the amount of labor.”

## Vibrant detail in every pixel

Creating visual effects requires the right tools to bring artistic visions to life realistically. When a recent KMM project demanded an extraordinary level of color accuracy and detail, the production team chose Dell UltraSharp displays with PremierColor. Chen says, “Dell UltraSharp monitors are crucial in our creative process because they display consistent, true-to-life colors. Using these monitors gives us the confidence that our visuals will appear flawlessly on any screen. They enhance our creative decisions and, ultimately, the audience’s experience.”

“ Dell Precision workstations with NVIDIA RTX GPUs and Dell PowerScale let us use GenAI to realize directors’ creative visions at a speed previously unknown in modern filmmaking. We’re operating about 50 times faster than we did with more traditional methods.”

Yan Chen,  
Studio Architect, Kennedy Miller Mitchell

## Transforming the film industry

GenAI delivered by the Dell AI Factory with NVIDIA allows leading studios like KMM to create and release many more movies at an unprecedented speed while remaining faithful to directors’ intentions. Running AI models on powerful Dell Precision workstations also levels the playing field for emerging directors. Chen points out, “With access to a Dell Precision workstation with an NVIDIA RTX GPU, young creators have the power to rival Hollywood films, quickly creating content that’s just as good-looking and compelling.”

Learn More About Dell Technologies AI Solutions.

Connect on Social.



**DELL**Technologies

