



Breaking through limitations with VR, AR and video

Sherpa Digital Media is helping organizations redefine how we learn, work, play and shop with its industry-leading video platform and Dell monitors



Technology

United States

Business needs

To develop digital media, including immersive augmented-reality, virtual-reality and 360-degree experiences, the customers of video-platform provider Sherpa need appliances with ultra-HD 4K monitors — and 8K monitors as soon as they're available

Solutions at a glance

- [Client Solutions](#)
 - [Dell UltraSharp 32 Ultra HD 4K Monitor with PremierColor - UP3216Q](#)
- [OEM Solutions](#)

Business results

- Immersive, lifelike digital experiences
- Accelerated innovation
- Enhanced competitiveness

Faster efficiency



Increased security



The incredible and sometimes adrenaline-pumping digital animations that have transformed movies and video games are now evolving into augmented reality (AR) and virtual reality (VR). As the entertainment industry leads the world in adopting these technologies, other industries are following. For example, educators can use AR to teach surgical skills by superimposing an expert surgeon's hands over a student's during a procedure. VR can give people a safe and affordable setting to learn many skills, such as repairing engines and navigating rapids in a kayak. Marketers can use AR and VR to enable virtual exploration of products, whether they're clothes, homes, house paint or even travel destinations. Regardless of the application, content creators need more than fast, highly scalable platforms to create truly engaging experiences. They also require ultra-HD monitors for precise editing and color adjustment in 4K and emerging 8K formats.

Sherpa Digital Media helps top movie studios, Fortune 500 companies and other organizations create, manage, deliver and analyze 8K, 4K, 360-degree, HD and standard-definition digital content via its Sherpa Stream video platform. Originally launched as a cloud service, it struggled to deliver fast performance as the number of users and file sizes grew. Content creators were experiencing longer video-processing times and degraded video quality. As a result, Sherpa decided to extend its offerings to include on-premises and hybrid-cloud solutions to meet performance and security requirements.

Pitch-perfect pictures increase success

To build an appliance that works with its cloud services, Sherpa sought a vendor that offers industry-leading monitors and workstations with the right display capabilities, processors and memory — and highly reliable and flexible OEM services. Mark Strathdee, chief technology officer at Sherpa, says, "In the new era of VR and AR, it's A1-critical that content creators have very high resolution monitors to edit and validate video images. If they don't, when they stitch together videos to create one picture, viewers get an abrupt, ugly experience. Many of our customers are leading the way in using new video technologies, so they demand total perfection."

The right partner to stay focused on the future

After an extensive evaluation process, Sherpa engaged Dell, whose representatives helped build an appliance by selecting the right components, including Dell UltraSharp 32 Ultra HD 4K Monitors with PremierColor - UP3216Q. "Unlike other providers, Dell was willing to assist us in building an appliance that delivers proven, stable, real-time performance, and industry-leading displays and workstations," says Strathdee. "Dell OEM Services also came through on the logistics side. We can count on it to deliver the repeatable, scalable and easy-to-order solutions we need to meet our long-term challenges."

Seeing is believing

Organizations are using Sherpa's turnkey system to create more-engaging video experiences. "Our appliance customers have a very accurate and precise view of what the finished product will look like because we use Dell Ultra HD 4K monitors with PremierColor," says Strathdee. "They get true-to-life colors, and they can easily adjust settings to achieve the hues they are looking for. The high resolution and color saturation are especially important when blending different camera shots into one seamless image for VR and

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Mark Strathdee
Chief Technology Officer, Sherpa Digital Media





360 experiences.” In addition to delivering 4K resolution and Adobe RGB, Dell monitors facilitate rapid refresh rates, which prevent blurring and ghost images.

Today, Sherpa is also helping clients meet other viewing needs. “We help build large master controller rooms with tons of monitors on the wall, so people can see all of the different content they’re working on,” Strathdee says. “We get a lot of flexibility in helping clients get the right performance monitors because Dell UltraSharp and PremierColor portfolios have so many products to choose from.”

Saving time and space

Powering Sherpa’s new solution are Dell Precision 7910 workstations. John Schofield, vice president of sales at Sherpa, says, “Videos render approximately 10 times faster utilizing Dell’s on-premises, GPU grid technology than traditional CPU-based cloud solutions.” Many companies also use their Sherpa appliance to consolidate workloads by running applications such as Autodesk and emerging machine-learning and analytical tools.

To support high-saturation video processing and other workloads, such as backups, clients sometimes engage Sherpa for Dell EMC PowerEdge rack servers. “They can do the same amount of work as four workstations with one PowerEdge 7910 with Grid technology,” he says. “Instead of four devices in the data center, they only need one. And if a system change or an issue occurs, our clients make one call to Dell EMC. The customer doesn’t have to worry, and we don’t have to worry. Everyone is taken care of.”

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Increasing innovation with 4X more image detail

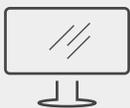
Now that it has a reliable partner to help manage its turnkey offering, Sherpa can focus on software innovation. “Our partnership with Dell is critical because it helps drive us forward in delivering the cutting-edge products our customers demand. In many ways, Dell acts as an outsourced IT department. Its engineers are always asking what we need to make our products better.”

As the industry adopts even higher resolution technologies, Sherpa is ahead of the curve. Its roadmap includes the Dell UltraSharp 32 8K monitor, which displays 280 pixels per inch and four times more colors than Ultra HD 4K monitors. “We are so excited about the new Dell 8K monitor,” Strathdee says. “It’s an industry-first technology. We’ll begin distributing them to our customers as soon as they’re available because they’re a differentiator. On some levels, 4K supports lifelike virtual experiences, but 8K is going to give us the ability to create experiences where people are truly immersed.”

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