

Charlie Boswell**Director of Digital
Entertainment, AMD**
Region: **Global**

Refocus on storytelling

A musician, film director and engineer Charlie Boswell founded AMD's digital media and entertainment team in 2001, affording him a unique perspective watching some of the top creative minds in the world embrace technology. As director of the division his main interest is in using technology to inform the creative process. Here are some of his observations:

"Historically, technology has gone hand in hand with content creation and most of the time with innovation being driven by the demands of the content or

the director's vision. Certain cataclysmic shifts are occurring in the industry where users are being enabled to focus on the tasks and not the technology – this benefits both the creator and the consumer.

"New processing power at a hardware level and in the cloud is enabling filmmakers on a budget to punch far above their weight, especially in terms of VFX. That same technology is finally permitting the consumer to have the freedom they have always wanted – it is freedom from the limitations of technology itself. This will create a spike in demand for content from the gaming community, TV networks and studios.



Technology is finally freeing the consumer from the limitations of technology itself



"The GPU that revolutionised the PC platform is now being promoted into the cloud serving up far greater computational power. Since the GPU's natural language is graphics this can deliver incredible creative tools to a director. They can refocus on storytelling and not on the technology.

"In films such as *Avatar* we are already moving away from the idea of VFX as a background action. Instead the rendering of complex animated CG sequences can be performed live on-set. Instead of performing against a green screen and the notion of their virtual surroundings, actors might be able to interact live with

virtual objects. Instead of having to wait until post for scenes to render, directors can make creative decisions at the speed of thought.

"Technology has been a very domineering force in content creation but that balance is shifting to the creatives and the end user. The realtime, personal and interactive nature of devices brings creatives much closer together with their audience in ways that have barely begun to be explored.

"It is a shift in power. Where technology was once controlled by the studios, helping to keep content at arm's length from the consumer, that gap is closing all the time." **AP**