SCALE LOGIC

MEDIA WORKFLOW SOLUTIONS

Illuminarium brings transformative, leading-edge immersive experiences to life with help from Scale Logic

The Customer:

illuminarium

The Integrator:

MelroseMAC

The Solution:

Scale Logic's NX2 NAS media production shared storage system

About NX2 NAS

Scale Logic's feature-rich, extreme performance NX2 NAS offers enterprise workflows and features without the enterprise cost:

- ✓ Unlimited snapshot functionality
- ✓ Data replication and data encryption at rest
- ✓ Scale out from 48TB to 9PB
- ✓ 24x7x365 health monitoring
- ✓ Hybrid cloud support
- ✓ Free MAM-Lite Media Browser included
- ✓ Single global namespace up to 2PB

"Scale Logic's technology has become the backbone of our business on the content production side ... Put simply, without Scale Logic, we would not have been able to open our first Illuminarium or deliver WILD, nor been able to scale in the speed and efficiency we needed to."

—Evan Giguere, Head of Engineering, Illuminarium

About Illuminarium

A breakthrough experiential entertainment company that provides "location-based entertainment," Illuminarium Experiences brings connected and shared cinematic journeys to life—from exhilarating natural wonders to enriching cultural moments and beyond, delivering a sensory experience like no other.

Using an unprecedented blend of 4K laser projection, audio beams, in-floor haptics and even scent, Illuminarium brings realism and authentic enhancements to the immersive experience—placing patrons into the middle of the narrative unfolding around them.

Illuminarium is the brainchild of a group of partner companies including RadicalMedia, a fully integrated, premier global media and communications company. With offices in New York, Los Angeles, London, and Berlin, Radical develops, creates and produces commercial campaigns for major brands, award-winning films across a range of genres, TV series for virtually every network, digital platforms, and—since 2021—experiential events via Illuminarium Experiences.

The Challenge

The inaugural Illuminarium venue was set to open in July 2021 in Atlanta, which would premiere the company's first show—an African spectacle experience titled "WILD."

Produced by sister company RadicalMedia, the show's visual effects were being worked on at the Radical studio in New York. As the new business was building its venue and gearing up for its first show, they began to look at bringing the creation of their visual effects in-house in Atlanta. However, the bulk of footage collected and content being worked on was incredibly cumbersome.

"We realized we would need a lot more storage to handle the 36K horizontal resolution we needed for visuals—in fact, our standard 40-minute show would require anywhere from 15TB to 25TB," says Evan Giguere, Head of Engineering for Illuminarium. "If we were to bring everything in-house to Atlanta, we would require a storage system that was extremely fast, reliable and flexible, plus be able to run a very high-level VFX workflow. Moreover, we also knew that because we needed so much storage, we had to optimize for both space and performance."

The customer approached MelroseMAC for options to figure out the right solution for their needs.

The Solution

On the content creation side—and on the reseller's recommendation—Radical in New York had already been using Scale Logic's professional-level media solution, NX2, for primary production storage. Given Radical's success with the NX2's flexibility, scalability, cost-effectiveness and high performance, MelroseMAC suggested the same technology for Illuminarium.

"Having MelroseMAC available to show us different approaches and options really helped escalate and move that decision process," says Evan. "They demonstrated how the Scale Logic solution could really pack in the very high storage density we needed while still being able to run 25-30 current users at one time, reading and writing super high bandwidth—providing us the largest performance in the smallest size."

Illuminarium purchased an NX2 with an NVMe layer for its Atlanta location, culminating in the beginning of its own in-house VFX studio. This solution is purpose-built for high-resolution and high-performance workflows, providing exceptionally high speeds paired with affordable capacity of just under 1 PB of raw storage.

The Results / Benefits

Highly customizable, the combined Scale Logic and MelroseMAC team were able to configure the system for Illuminarium's unique VFX workflows—enabling a seamless implementation.

"Once it arrived on-site and we could rack and stack it, we were running the NX2 the same day we installed it," says Evan. "And not only that—I'm happy to say it was very intuitive, from the set-up to the maintenance. It's really simple to use, and I was able to teach my engineers the basics of administering the system with ease."

Since the primary implementation, the Illuminarium team has appreciated Scale Logic's approach to customer service.

"The Scale Logic technical team has been an extension of our own, and when I've submitted requests I've received a response that same working day. That relationship has been crucial in my mind, but it's not just about the product—it's about how Scale Logic has continued to support our vision that's really important to me," Evan adds.

That vision—combined with the scalability of the Scale Logic solution—has also enabled significant business growth and expansion for Illuminarium. Over the course of WILD and creating other shows for their Atlanta location, they built a small VFX studio and purchased an additional NX2 for primary production storage, essentially doubling the storage they originally had.

"Now we've built something that can be a reference architecture for opening other new Illuminarium locations, meaning we won't have to reinvent the wheel because we now have a known and trusted storage solution for expanding the business," says Evan. "We'll be able to install one of our storage units at any new location, and have a workflow enabling us to easily push content from our Atlanta VFX lab to wherever it needs to go."

Conclusion

With Scale Logic's NX2 as the essential "centerpiece" of Illuminarium's content pipeline, the company is beginning to open multiple facilities across the United States—including Las Vegas.

"Scale Logic's technology has become the backbone of our business on the content production side because all of our media is stored and created on these servers," says Evan. "Put simply, without Scale Logic, we would not have been able to open our first Illuminarium or deliver WILD, nor been able to scale in the speed and efficiency we needed to."

"Historically, my interaction with Scale Logic was mainly me presenting it as a secondary tier storage to customers. When I recommended it to RadicalMedia, that was my first time using Scale Logic not just as primary storage but also as the full storage solution. It worked very well and I was pleasantly surprised how it worked with Radical—and even more so with Illuminarium and on a larger scale."

—Zeke Margolis, Account Director, Client Solutions, MelroseMAC