

## Reliance ADAG's Animation Arm Brings Pioneering Digital Animation to Life with Foundry Networks

Foundry Networks®, Inc., a performance and total solutions leader for end-to-end switching and routing, today announced that Big Animation (India) Pvt. Ltd., (formerly known as AniRights Infomedia Pvt. Ltd.), India's leading animation company and the animation arm of Reliance - Anil Dhirubhai Ambani Group Company (ADAG) has installed Foundry's® BigIron® RX backbone and FastIron Series Layer 2/3 switches into its high-performance 10 gigabit Ethernet (10GbE) animation production network.

Foundry's latest customer in India, Big Animation (I) Pvt. Ltd. must remain on the cutting edge of technology to produce some of the most advanced and recognizable blockbuster animation effects seen worldwide. To maintain their leadership position, the company's production network requires extremely high performance and reliability levels to generate groundbreaking animation. They currently leverage a BigIron RX Series backbone switch and multiple FastIron® family of compact layer 2/3 switches to back their 10GbE production network core. The BigIron RX switch, fitted with the MRJ21 line card modules, provides a high-density platform to deliver high performance connections to the artists, servers and redundant 10GbE uplinks. Their animation production network utilizes hundreds of processors to create a high performance computing (HPC) environment completely connected by Foundry networking solutions to create highly advanced visual effects.

Ashish S. K. CEO, Big Animation (India) Pvt. Ltd., said, 'We evaluated several competitive offerings from top networking vendors, before selecting Foundry Networks for our network infrastructure requirement. Since our network mandates superior performance and high scalability, it was important for us to partner with a technologically stronger networking vendor with a complete end-to-end solution set. Non-blocking and wire-speed performance at very high port densities are critical for us and Foundry provides us with more than double the 10GbE and 1GbE ports in a single shelf system than competing offerings. The high performance Ethernet infrastructure from Foundry currently deployed in our facility supports our current and future networking needs preparing us to expand our network capabilities as we expand operations.'

'We are delighted to welcome India's animation industry leader, Big Animation (India) Pvt. Ltd, to our large base of enterprise customers from around the world,' said Chandra Kopparappu, vice president for Asia Pacific at Foundry Networks. 'As a leading animation studio, Big Animation network is an integral part of their daily business, with bandwidth, security and network reliability being critical requirements to success. Foundry's network infrastructure allows Big Animation to fulfill these important business needs, while reducing capital and operational expenditures.'

The BigIron RX Series of Layer 2/3 Ethernet backbone switches is the most powerful Ethernet switch family in the industry. It incorporates the latest advances in switch architecture, system resilience, quality of service (QoS) and switch security in a family of modular chassis setting leading industry benchmarks for price performance, scalability and total cost of ownership (TCO). In addition to its HPC role such as in Big Animation Studios' network, the BigIron RX Series, with its high-density and compact design, is an ideal IP solution for enterprises, data centers, data mining and Internet Exchanges and Internet Service Providers (IXPs and ISPs) where non-blocking, high density Ethernet switches are a requirement.

Foundry's FastIron SuperX Layer 2/3 modular switches are purpose built to deliver Big Animation

Studios with high-performance GbE, 10GbE, and advanced networking solutions for tomorrow's mission critical and today's increasing security needs. They are designed with high-performance ASICs to deliver high-density GbE that can include Power over Ethernet (PoE) and 10GbE. Delivering greater performance, reliability, advanced user and networking security and extensive redundancy, the FastIron SuperX Series can expedite an organization's return on investment (ROI) through a lower TCO.

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