



WETA DIGITAL JOINS FORCES WITH SIDEFX TO FURTHER ENHANCE CLOUD PRODUCTION WITH HOUDINI SOFTWARE

WetaH marks the second collaboration for the visual effects company's newly formed cloud service, bringing together award-winning commercial and proprietary applications in a single cloud-based service.

August 23, 2021 – LOS ANGELES - [Weta Digital](#), one of the world's premiere visual effects studios, announced together with its partner [SideFX](#), a new software service combining Weta's proprietary tools within SideFX's award-winning Houdini application. The WetaH partnership will enable unprecedented levels of creativity, allowing artists to take advantage of the deep integration between Houdini and Weta Digital's award-winning technology.

SideFX is a global leader in procedural 3D animation and visual effects tools in film, advertising, and gaming, with Houdini as the industry standard. This best-in-class collaboration offers Weta Digital's integrations and extensions of the Houdini workflow, including Weta's Loki multi-physics solver and high-performance compute paradigm, renowned for driving some of their iconic work in films like *Avengers: Endgame*, *Alita: Battle Angel*, and *War for the Planet of the Apes*.

This powerful partnership validates the importance of modern procedural workflows in today's forward-looking visual effects pipelines. It has an immediate impact on Weta's cloud service, a new business unit brought to life as part of a vision to unite industry-leading technology players. Years of joint development work and a shared outlook underpin the inclusion of Houdini as a key part of Weta's vision for how the entertainment industry will evolve.

"Partnering with SideFX was essential in realizing our vision for the cloud service, I cannot imagine doing this without them," said Weta Digital CEO Prem Akkaraju.

"The industry is moving to distributed architectures that will allow our cloud service model to reduce expensive technology barriers, further enhancing the natural strength of Houdini's node-based procedural workflows and overall position in the market," says Akkaraju.

"This is such an exciting time for new generations of Houdini artists," says Cristin Barghiel, VP of Product Development at SideFX. "Partnering with the visionary minds at Weta Digital will enable us to bring the efficiency and sophistication of Houdini's procedural workflows to the broadest possible artist base. Now even the smallest studio will be able to access production-proven tools out-of-the-box, for VFX and beyond."

WetaH offers Weta Digital's years-long R&D commitment to Houdini to the entire user community. Architected and stress-tested by artists in service of the industry's most visionary storytellers, WetaH will unlock the untapped potential of Houdini and the Houdini Engine across many facets of the pipeline. WetaH will enter private beta in Q4, alongside WetaM, as part of Weta's software service, offering professional and prosumer tools to artists across the global entertainment industry.

ABOUT WETA DIGITAL

Weta Digital is the standard-bearer for creativity and innovation in visual effects and animation, attracting talent, partners, and clients that seek to push what is possible in pursuit of their artistic vision. Weta's proprietary pipeline continues to evolve and provide artists with the tools they need to create their best work. Based in Wellington, New Zealand, Weta Digital is the largest single-site VFX studio in the world drawing artists from over 40 countries. They are some of the most creative and ambitious artists, engineers, and executives in entertainment and their work has earned six visual effects Academy Awards, thirteen Academy Sci-Tech Awards and six visual effects BAFTA Awards in addition to the 34 Visual Effects Society Awards awarded to them by their peers. Ground-breaking, performance-driven animated characters from Gollum to Caesar, and worlds from Middle-earth to Pandora, are regarded as some of the best visual effects ever to appear on screen.

For more information:

Corporate: www.wetastudios.com

Weta Digital: www.wetafx.co.nz

Follow: [@weta_digital](https://twitter.com/weta_digital)

ABOUT SIDEFX

Established in 1987, SideFX is a world leader in the development of advanced 3D animation and visual effects software for use in film, commercials, and video games. SideFX has been recognized three times with Scientific and Technical awards from the Academy of Motion Picture Arts and Sciences.

Houdini is used by numerous leading digital content creation facilities including: Pixar Animation Studios, Ubisoft, Animal Logic, Digital Domain, DNEG, Electronic Arts, Framestore, Guerrilla Games, and Sony Pictures Imageworks.

For more information:

SideFX: www.sidefx.com

Follow: [@sidefx](https://twitter.com/sidefx)

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