Improving Animation Technology through Digital Transformation

Lincoln Wallen
Chief Technology Officer
DreamWorks Animation
1000 Flower Street
Glendale
California
USA

www.dreamworksanimation.com
lincoln.wallen@dreamworks.com

ABSTRACT

DreamWorks Animation creates high-quality family entertainment centred on groundbreaking computer generated (CG) animated feature films, which include the properties of Shrek, Kung Fu Panda, and How to Train Your Dragon. Five years ago, DreamWorks Animation completed the single most significant business transformation in the studio’s 20 year history. Today, Lincoln Wallen (CTO of DreamWorks Animation) is sharing how the studio is optimising their digital transformation to achieve bottom line results.