A New Competitive Edge for
Ontario's Screen Industries

SirtNet Defined:

- An innovative new **public-private partnership** led by Sheridan College through its Screen Industries Research and Training (SIRT) Centre and Beanfield Metroconnect – a leading Ontario fibre telecommunications provider – and additional supporting IT and screen industry partners
- Designed to propel Ontario to global leadership in this sector through increased investments, job creation, and attracting new international companies and productions

The SirtNet Value proposition:

- A **scalable** initiative that has the potential to provide accessible collaboration support for SMEs working throughout the production chain on a regional, national and global scale
- Projections indicate SirtNet could be linked to creation/maintenance of over 3000 high-paying sustainable jobs
- The initial pilot phase over the last eight months has already enhanced collaborative productivity for participants and attracted new investments:
    - A leading post-production and visual effects company from California is establishing a new studio in the GTA based on using SirtNet to build its IT infrastructure and international collaboration (targeting 400 new employees)
    - An established Vancouver motion capture company plans to expand to Ontario and join SirtNet to help enhance its collaborative reach (plans to hire 30 employees first year)
- Currently generating applied research and commercialization projects that will ensure Ontario's global leadership in innovation for the screen industries sector for years to come

SirtNet – Building the Momentum

- Mid-2010: SirtNet initial concept emerges from discussions with industry associations as a key strategic initiative for Ontario
- Spring 2013: Beanfield Metroconnect becomes key SirtNet IT partner, enabling collaboration with additional technology contributors
- Spring 2014: SirtNet pilot launches with eight active, on-net participants to establish best practices; additional participants added in Summer/Fall 2014
- Fall 2014: SirtNet pilot participants and IT collaborators recommend industry expansion of SirtNet to include additional companies
- October 2014: SirtNet moves to not-for-profit sustainability model ahead of schedule with new companies added in response to demands from initial collaborators
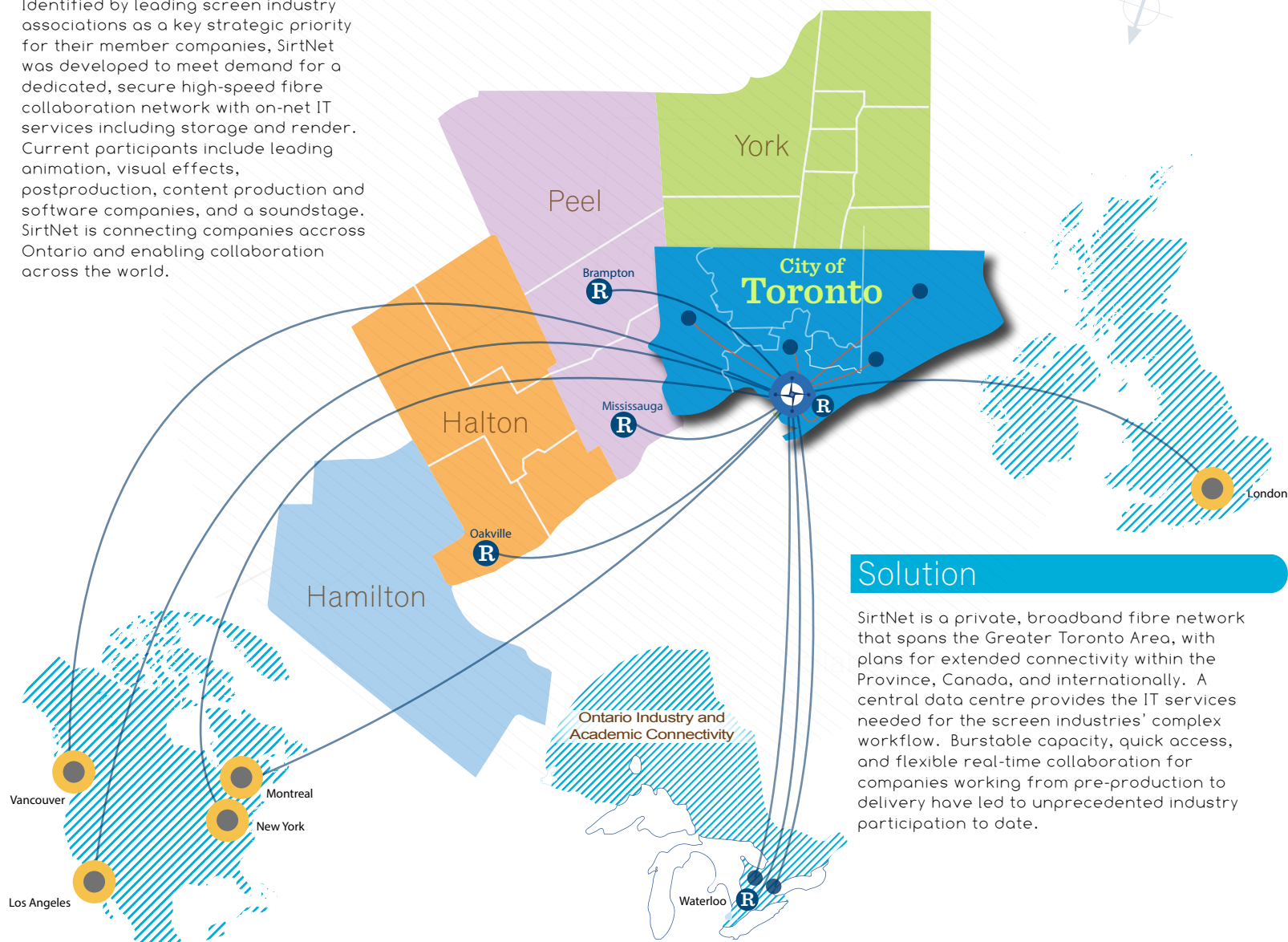
Sirtnet – The Need for Support

- Despite the technical expertise of its contributors and strong industry support, the biggest challenge preventing SirtNet's industry-wide expansion is securing the financing to access the necessary human resources (including professional, technical and management, consultants, academic resources and HQP students) for scaling up, as well as funding for required capital (last-mile fibre connections, storage, rendering nodes, etc.)
- A faster scale-up pace will bring more immediate and greater benefits to Ontario/Canada, and ensure that the sector takes the next step to becoming the global leader among top ranked-screen industries clusters throughout the world as a world-class networked production and post-production environment

Initial Pilot participants –Screen Industries	Pilot Participants – ICT leaders
Corus/Nelvana	Beanfield Metroconnect
Deluxe	Cisco Canada
Mr. X	EMC Isilon
Pinewood Toronto Studios	IC Technology
Pipeline Studios	Signiant
Side Effects Software	Frontier Networks
Spin VFX	TeraGo Networks
Technicolor	
SirtNet Additions over Summer/Fall 2014	
ARC Productions	Legend3D
Take 5 Productions	

Additional Supporting Participants and anticipated future clients	
FilmOntario	Eggplant Productions
Hamilton Utilities Corporation	Cinespace
Communitech	Intelligent Creatures
Redlab	Revival/629 Eastern Avenue
Directors Guild of Canada - Ontario	Castlepoint Realty
ORION	City of Toronto
Ontario Centres of Excellence	Waterfront Toronto
Ryerson University's Digital Media Zone	University of Waterloo
GRAND National Centres of Excellence	Town of Oakville
International Cinematographers Guild, I.A.T.S.E. 667	City of Brampton
Southern Ontario Smart Computing Innovation Platform	Compute Ontario

SIRT net

Industry-wide technology platform for remote and real-time collaboration and shared services among Ontario's screen-based industries.

Demand

Identified by leading screen industry associations as a key strategic priority for their member companies, SirtNet was developed to meet demand for a dedicated, secure high-speed fibre collaboration network with on-net IT services including storage and render. Current participants include leading animation, visual effects, postproduction, content production and software companies, and a soundstage. SirtNet is connecting companies accross Ontario and enabling collaboration across the world.

York

Peel

Brampton **R**

City of **Toronto**

Halton

Mississauga **R**

Oakville **R**

Hamilton

London

Ontario Industry and Academic Connectivity

Vancouver

Montreal

New York

Los Angeles

Waterloo **R**

Solution

SirtNet is a private, broadband fibre network that spans the Greater Toronto Area, with plans for extended connectivity within the Province, Canada, and internationally. A central data centre provides the IT services needed for the screen industries' complex workflow. Burstable capacity, quick access, and flexible real-time collaboration for companies working from pre-production to delivery have led to unprecedented industry participation to date.

Vision 👁

SirtNet integrates research, commercialization and production on a single secure network. It is a public-private partnership based on a sustainable not-for-profit model.

Serving the IT and collaboration needs of domestic and international productions in Ontario, as well as those of new and established companies, SirtNet will enhance productivity and innovation within the regional and global media and entertainment sectors.

Collaboration

SirtNet provides seamless high-speed transfer and real-time collaborative processing among companies working in all stages of production and postproduction.

Based in Toronto, the collaborative network will extend across Ontario and around the world to enable client and partner relations that serve the global marketplace.

Research

A partnership with ORION, Ontario's fibre-optic research network, helps SirtNet link screen industry companies to post-secondary researchers throughout the province and across Canada.

Internationally, SirtNet is a member of CineGrid, a global community of research centres and companies dedicated to the development of processes for real-time digital cinema collaboration using high-speed fibre.

Legend

R Research Centre

Central HUB

Industry Collaborators

National/International