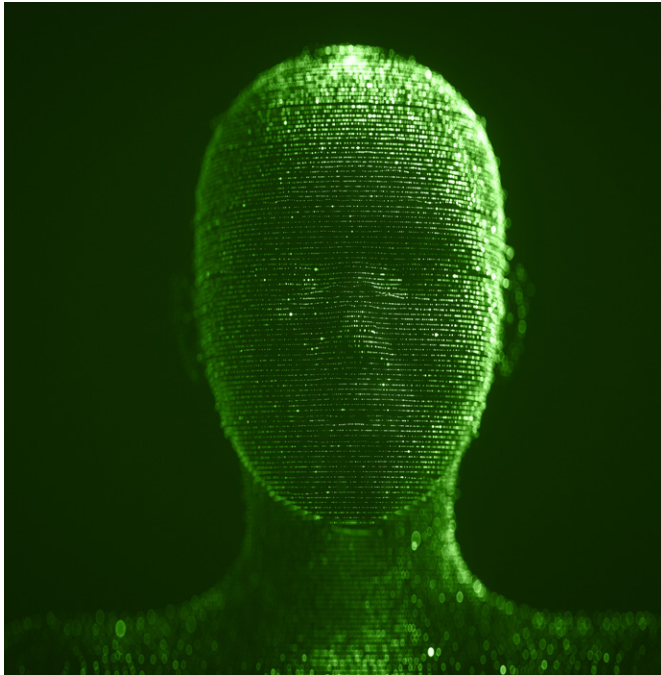SEAGATE | WODEN TECHNOLOGY

Case Study

Woden Technology Creates Digital Avatars Backed Up by Seagate

Digitizing humans requires a lot of data storage—and Seagate delivers.

Woden Technology creates digital avatars for the metaverse and other applications. These creations need a significant amount of data storage that can handle scalability, security, and efficient sharing. The Seagate® Exos® CORVAULT™ system helps contain this data, including its own data guardian—Tera 1024.

- **Digitizing humans requires multiple terabytes of storage.**

- **CORVAULT provides capacity and reliability.**

- **Seagate Exos promotes efficient, smooth data sharing.**

- **Tera 1024 is Seagate's first digital avatar.**

Creating Digital Avatars

Woden Technology (also known as Odin Information Technology Co., Ltd. and Woden Studio), headquartered in Beijing, China, focuses on the research, development, and application of digital human and metaverse basic technologies.

Their Goal

Digitizing Humans for Multiple Industries

The company is "committed to grafting the world's most advanced visual effects technology into internet thinking, providing all-around and high-quality solutions for digital humans and the metaverse". The company serves customers in media/film/television (including variety shows), consumer brands, banking, automobiles, and other industries.
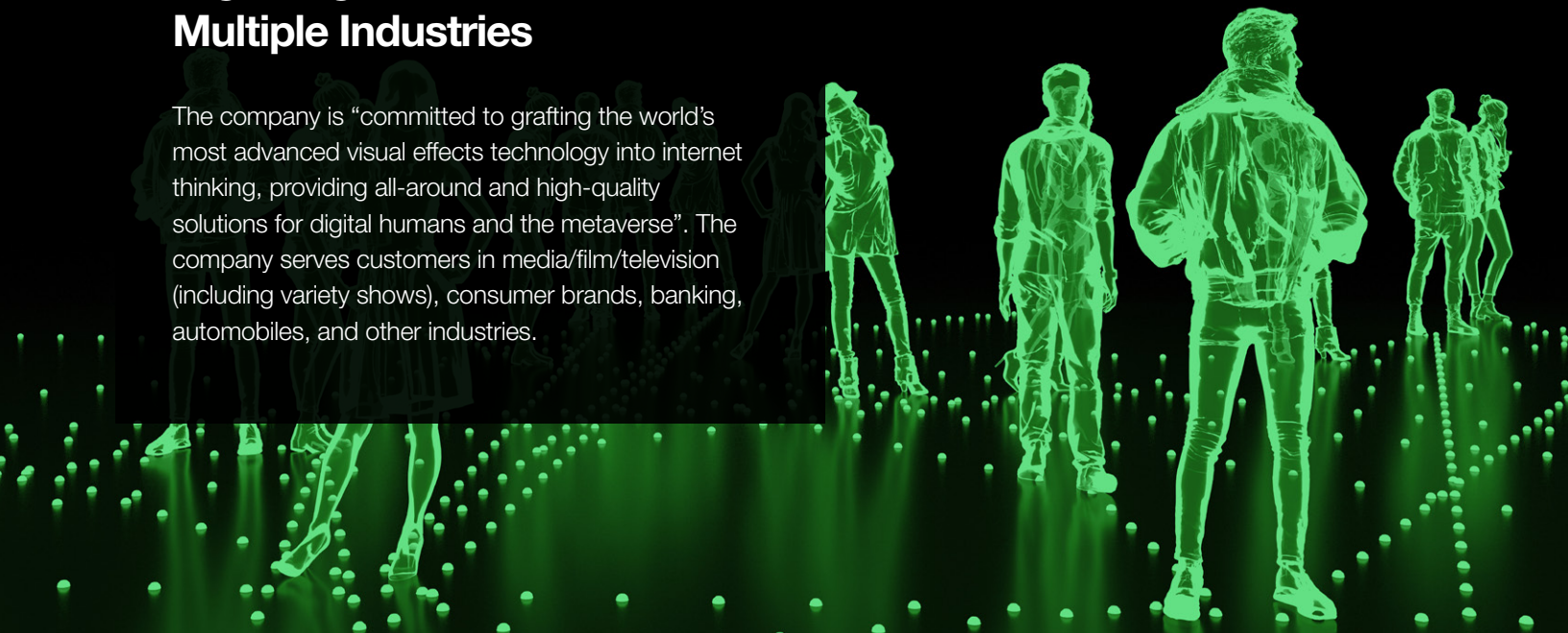
Digital Personas Require Ample Data Storage

Scanning a person produces roughly 8TB of data. After image refinement, the data can increase by five times to about 40TB. During film production, at about two minutes duration, the data volume then doubles to 80TB. If the avatar were to appear in a 20-minute movie, more than 160TB of data would be generated. It's therefore no surprise that data storage must be given close attention.

Solutions Partner … As Well as Customer

Woden works within multiple technologies, including digital human scanning, expression capture, fabric clothing material scanning, and facial databases. It has developed its own tools including the Loki Emotion micro-expression collection (Loki being the son of Odin in Norse mythology). The company aims to provide "one-stop solutions for digital humans" for multiple uses including live broadcasts, concerts, virtual performances, e-commerce services, and other scenarios including digital customer service, digital employees, and models for digital artists.

Many virtual avatars developed by Woden Technology are well known in China. The avatar Xiao Zhu was developed by Woden Technology and Xinhuanet, China's national news agency. Xiao Zhu has become a symbol for spreading Chinese culture with a heroic spirit. Woden Technology also upgraded the image of China Central Television's digital avatar Xiao C, enriching her facial micro-expressions and skin textures, making her character more vivid. In addition, Woden Technology has designed several highly praised avatars for film companies.

Recently, Seagate became a customer of Woden Technology, with the creation of Tera 1024—Seagate's first metaverse digital icon. Woden engineers said that Tera's production process, in terms of image and temperament, was quite unique compared to previous avatar projects. As the "guardian of data", Tera 1024 conveys a more valiant visual sense to people.

As mentioned, a great amount of data is generated in the birth of a digital icon. For processing such massive amounts of data, Woden Technology equipped itself with Seagate's Exos CORVAULT intelligent storage system and Exos enterprise hard drives.

"There are endless possibilities in the metaverse," said Sandy Sun, Senior Vice President and General Manager for Seagate's China Region, "and I believe that the future of virtual avatars will continue to develop. Seagate is honored to help Woden Technology increase its storage capacity and reliability. In the future, we will join hands with Woden Technology to deepen our cooperation and create more value and experience for the development of the digital icon industry."

A New Perspective

Seagate's Exos CORVAULT now brings a new perspective to Woden Technology's storage capabilities. The solution not only meets Woden's storage needs, but also helps its employees complete efficient and smooth data sharing in the office.

EXOS CORVAULT™

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"Seagate's storage solution solves Woden's current data problems when making digital icons. Woden Technology will continue to enhance its technology, allowing for more virtual scenes to be implemented."

ZHANG YUE, CEO, WODEN TECHNOLOGY

Products Used

EXOS CORVAULT
Self-healing, high-density data storage.
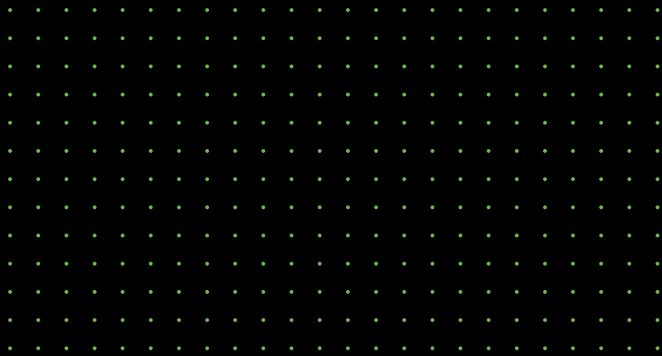
Ready to Learn More?

Our storage specialists are here to help you find the right solution for your data challenges. **Talk to an expert**.

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