



## Customer Testimonial

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**Name:** Miroslav Dimitrov

**Job Title:** Creative & Managing Director at EIDO Design Ltd.

### Customer Profile

**What industry are you in?**

*I am in the Automotive Industry, specifically a car designer.*

**How long have you worked in the Automotive Industry?**

*Over ten years. I have worked for a number of companies, including: Jaguar, Lotus, Ferrari, Aston Martin, VW Group, as well as personal clients. I am currently contracting for Bentley.*

**What software do you use?**

*On a daily basis, I work in a combination of the following software: Adobe Photoshop, Illustrator, InDesign and Autodesk Alias, VRED, Maya, and I'm starting with 3DS max soon.*

### Personal BOXX Experience

**What workstation did you use before purchasing a BOXX machine?**

*I have used a great variety of workstations before BOXX, including Dell, HP, and Lenovo.*

**What were the main problems with previous workstations?**

*There wasn't a specific problem with other workstations I have used before, but I felt they were not always built with the best components available, nor built around my needs.*

**How did you hear about BOXX?**

*I heard about BOXX a long time ago. Word of mouth was that BOXX products are some of the best out there for 3D visual artists and design professionals. So I decided to check them out before buying my next machine.*

**Why did you choose BOXX?**

*There were several factors that made me choose BOXX over the rest. First of all, being an owner of a small business I have to think carefully about what machines to invest in. Unlike with bigger businesses, my budget for computer hardware must be used wisely, making sure I'm getting the best value for money.*

*Ideally, the workstations should not only be fast, but built solidly with quality materials and the best components. For example, I really liked the design and engineering of the APEXX 4 & APEXX 5 chassis; combined with the best components available, such as the motherboard and cooling solution... it surely is a winner!*

*In addition, BOXX also offered the flexibility to customise the machine down to every last*

component, which was great. However, one thing that really sold BOXX to me was the customer service and the work offered by the sales team. Before I purchased the machine, the sales team was instrumental in helping me find out whether I needed to spend money on a single or dual GPU/CPU system, bearing in mind the requirements of the VRED. They managed to find some technical information not readily available to design professionals such as myself, who are also tech savvy.

**Can you give a breakdown of specifications of the BOXX workstation you currently use?**

APEXX 4

Overclocked Intel i7-5960X Extreme Edition

64GB DDR4 Memory

Intel 750 400GB PCI-E SSD

NVIDIA Quadro M4000 8GB

The rest comes as standard APEXX 4 configuration

**Why did you choose an APEXX 4 machine? Why not another product, like the APEXX 2?**

The main reason to go for the APEXX 4 is the expandability and the internal design of the chassis.

**What would you say are the main differences between your old workstation and BOXX?**

One thing, for example, is how quiet the machine is under normal use and how even under heavy loads, it has very reasonable noise levels, thanks to the liquid cooling of the i7 processor.

**Can you estimate how much quicker your workflow is thanks to your BOXX workstation?**

While Adobe Photoshop, for example, is not a software designed and optimized to run on multi core/CPU platforms (in this case the highest frequency i7 would be the best choice), Autodesk VRED is ever hungry for more cores and CPUs; it is the biggest bottleneck in car design studios. So I decided to test the i7-5960X vs 2 XEONs (mid-range XEONs in a Dell Workstation) to see how they compare. For this purpose, I took an identical file and rendered it with the exact same settings on both machines with 4 different camera angles. In the first run, the i7 wasn't overclocked so I expected the i7 to be slower due its having a smaller number of corers and not being overclocked either. To my surprise, it was quicker! Not by much, but for a 4K rendering that lasts between 10-13 mins depending on the camera view, it managed to save up to 30 seconds over the 2 XEON processors with more cores in total.

It was even more entertaining to watch the next round of renderings, when the overclocked i7 finished a render 2 mins quicker than the 2 XEONs. In some camera views it took more than 13mins for the XEON-based Dell machine to complete the task, while the overclocked i7 BOXX machine delivered in just under 11 minutes! This is an average of 20% less time, which is quite impressive! When having a long queue of scenes to be rendered, 20% makes a big difference...

**Have you had any problems whilst using your BOXX workstation?**

No, I can't say I have.

**Would you recommend BOXX to others?**

Definitely.

**Who would you recommend BOXX workstations to?**

Mainly to Design professionals like myself, or small companies who need the fastest and most reliable workstations built with quality components. BOXX is also known for custom solutions like BOXX Workflow, which is a great help for designers who also use 3D intensive applications and spend lots of time rendering.

**THE PROFESSIONAL'S CHOICE**