

No Moore, Now Its Shreks Law

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Citing Shreks Law as the motivation, DreamWorks Animation will now partner with Intel to revamp its animation hardware for a push into 3-D.



DreamWorks CEO Jeffrey Katzenbergs posits that processing power must double every time DreamWorks makes a "Shrek" film and he calls this "Shrek's Law."

Intel will provide both hardware and software for the Hollywood giant (pushing out AMD after a 3-year deal) as the shift to a new 3-D format begins with next year's "Monsters vs. Aliens" release.

The alliance will also allow DreamWorks to become a beta tester for Intel's most advanced technologies -- including the upcoming Nehalem processor and the Larrabee GPU. Intel and DreamWorks say their partnership may waterfall technology from Hollywood studios into daily lives of consumer.

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