

February 5, 2017



# Intel Drones Light Up Lady Gaga Performance During Pepsi Zero Sugar Super Bowl LI Halftime Show

**First Time Drones Featured in a Super Bowl and Televised Event**

## NEWS HIGHLIGHTS

- Three hundred Intel® Shooting Star™ drones light up the sky over Lady Gaga to kick off the Pepsi Zero Sugar Super Bowl LI Halftime Show performance.
- Following the show, a 10-second Intel ad showcased the drones forming a Pepsi logo that morphed into an Intel logo.

HOUSTON--(BUSINESS WIRE)-- Today during the Pepsi Zero Sugar Super Bowl LI Halftime Show, Intel Corporation collaborated with the NFL, Pepsi and six-time GRAMMY®\*-winning music icon, Lady Gaga, to create a unique drone light show experience to kick off her performance. Three hundred Intel® Shooting Star™ drones lit up the sky in a choreographed aerial performance marking the first-ever drone integration during a televised event and a Super Bowl.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170205005037/en/>

An Intel Shooting Star drones fleet lights up the sky in an American Flag formation during the Pepsi Zero Sugar Super Bowl LI Halftime Show on Sunday, Feb. 5, 2017. (Credit: Intel Corporation)

As Lady Gaga's performance began, Intel Shooting Star drones created a

backdrop of colorful formations in the sky including twinkling stars that transformed into red and blue moving stars, before creating the American Flag for a dramatic finale that brought Lady Gaga to center stage on the field. Additionally, the Intel Shooting Star drones finished out the halftime performance by forming the Pepsi logo in the sky.

"Lady Gaga and the Super Bowl creative team wanted to pull off something that had never been done before and we were able to combine Intel drone innovation with her artistry to pull off a truly unique experience," said Josh Walden, senior vice president and general manager, New Technology Group, Intel. "The potential for these light show drones is endless and we hope this experience inspires other creatives, artists and innovators to really think about how they can incorporate drone technology in new ways that have yet to even be thought of."

At the conclusion of the Pepsi Zero Sugar Super Bowl LI Halftime Show, Intel also ran a 10-second spot featuring the Intel Shooting Star drones morphing from the Pepsi logo into the Intel logo.

The Intel Shooting Star drones are a new type of unmanned aerial vehicle (UAV), specifically designed for entertainment purposes such as festivals and entertainment events. The purpose-built quadcopter drone is built with safety in mind and equipped with LED lights that can create over 4 billion color combinations and easily be programmed for any animation. For full details on Intel Shooting Star drones, visit the [drone show fact sheet](#).

For more information on Intel Shooting Star drone light shows, visit “[Intel Drones Light up the Sky](#),” and for more information on the Pepsi Zero Sugar Super Bowl LI Halftime Show, visit [www.pepsihalftime.com](http://www.pepsihalftime.com).

## **About Intel**

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Intel Corporation

Krystal Temple, 480-552-1760

[krystal.temple@intel.com](mailto:krystal.temple@intel.com)

or

Alex Riethmiller, 954-599-4154

[alex.riethmiller@NFL.com](mailto:alex.riethmiller@NFL.com)

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