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# Intel Demonstrates Technology That Transforms the Entertainment Industry at Sundance Film Festival

SANTA CLARA, Calif.--(BUSINESS WIRE)-- During the [2018 Sundance Film Festival](http://www.sundance.org), Intel will debut emerging technologies that will change the way movies are made and enjoyed, showcasing the next wave of innovation in the entertainment industry. The Intel Tech Lodge at Sundance (558 Main Street, Park City, Utah) will feature hands-on experiences where technology and entertainment come together:

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180118005338/en/>



The machine room at Intel Studios houses Intel-powered servers and is the central compute location for rendering, storage content management and network operations. Intel Studios features 10 petabytes of onsite storage. (Credit: Intel Corporation)

collaboration with Ziva Dynamics\* – a human simulation company that has worked with “Suicide Squad,” “Fantastic Beasts” and “Ghostbusters” – Intel will create a special effects experience that maps attendees faces in real-time, enhancing the fan experience through machine learning and allowing attendees to interact with a life-like avatar.

**RealSense Volumetric Content Capture:** Intel® RealSense™ technology will showcase a real-time volumetric content capture experience that can record short clips of attendees in 3D, creating a digital avatar that can be shared and transported into films.

**Artificial Intelligence:** In partnership with Sundance Film Festival, Intel will showcase the power of artificial intelligence technology in visual effects and filmmaking. In

**Virtual Reality:** Intel has teamed up with filmmaker Eliza McNitt to unleash the creative potential of her virtual reality experience, “SPHERES: Songs of Spacetime,” providing the tools to create a digital experience where attendees will be able to immerse themselves in space.

**Drones:** See how custom animations are built for Shooting Star drone light shows, with hundreds of drones creating art in the sky.

The Intel Tech Lodge will host several events, including:

**Media Preview:** Media can enjoy a preview of the technology in the Intel Tech Lodge on Thursday, Jan. 18, by appointment.

**Immersive Media Industry Panel:** Intel will host an Industry Panel Session on Immersive Media from 2-2:30 p.m. Saturday, Jan. 20. Ted Schilowitz, futurist from Paramount\*, Chris Bobotis, head of immersive at Adobe\*, and McNitt will join Intel Studios head Diego Prilusky to discuss the capabilities of immersive media and how it can push creative boundaries in entertainment and filmmaking.

**Sphere Cocktail Party:** Hosted by Intel and McNitt, a cocktail party will celebrate the premiere of “SPHERES: Songs of Spacetime” in the Intel Tech Lodge from 8-11 p.m. Sunday, Jan. 21.

## About Intel

Intel (NASDAQ: INTC) expands the boundaries of technology to make the most amazing experiences possible. Information about Intel can be found at [newsroom.intel.com](http://newsroom.intel.com) and [intel.com](http://intel.com).

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