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Tom Brady Stars in Intel Commercial Airing During Super Bowl LI

Intel's 360 Replay Technology Featured during FOX Sports* Super Bowl Broadcast and in Intel Commercial, An Industry First

NEWS HIGHLIGHTS

- Intel commercial featuring Tom Brady showcases amazing experiences enabled by Intel 360 replay technology that will be featured in the FOX Sports* Super Bowl game broadcast.
- During the FOX Sports* Super Bowl game broadcast, Intel 360 replay technology will be used to showcase the player's point of view from the field for the first time.
- Intel kicks off social media campaign featuring Tom Brady to create a user-generated 360 video.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel Corporation is teaming up with four-time Super Bowl champion and three-time Super Bowl MVP Tom Brady in an innovative marketing campaign, including a commercial airing for the first time during Super Bowl LI. The 30-second ad, "Brady Everyday," showcases how [Intel's 360 replay technology](#) is transforming the sports viewing experience. The same replay technology that is featured in the FOX Sports game broadcast will be depicted in the Intel commercial as Brady's mundane morning routine is transformed into highlight-worthy moments. The full commercial is available [here](#).

This Smart News Release features multimedia. View the full release here:
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Intel's 360 replay technology offers a glimpse of Tom Brady's morning routine in Intel's "Brady Everyday" Super Bowl commercial. Intel's 360 technology will be showcased in the Super Bowl game broadcast. (CREDIT: Intel Corporation)

"There is nothing like the experience of being on the field in the center of the action in the biggest

game of the year and now Intel technology is making it possible for fans to experience the action like never before," said Tom Brady, quarterback, New England Patriots. "I'm excited for the potential of this incredibly unique 360 replay technology to transform the viewing experience for sports fans."

"For the first time, a company is airing an advertisement during the Super Bowl that is actually part of the broadcast and part of the game itself, a true example of innovative marketing," said Steve Fund, senior vice president and chief marketing officer, Intel. "As a brand, Intel competes in a performance category, so Tom Brady is the perfect partner for us; he exemplifies high performance and is one of the best quarterbacks of all time."

During the ad, Brady goes about his daily morning routine off the field: stretching as he wakes up, brushing his teeth, and whipping up a batch of his legendary “Brady Cakes” pancakes. All of Brady’s activity can be seen from every single amazing angle. Intel 360 makes anything – literally anything – look epic – both on and off the field.

Intel 360 replay technology allows broadcasters to pause key moments in the game and view the action in 3D from any angle. Intel’s 360-degree replay technology uses advanced computing and high-definition cameras to create enhanced replays and highlights. For this game, 38 cameras were installed in Houston throughout the stadium. Each clip that will air is only 15-30 seconds long and is around 1TB of data.

Additionally, for the first time, Intel will enable viewers to experience the game from the player’s point of view as if they were on the field. “Be the Player” uses Intel 360 replay technology to freeze a moment in the game and see the field from the player’s standpoint. The technology can bring a viewer onto the field from the quarterback’s position to see what it’s like to catch the snap, see the options and feel the pressure of the line rushing toward them. Commentators can share a new level of insight into the gametime decisions players have to make, as well as give an entirely new perspective to fans.

“We are building the foundation to take sports and technology to new heights with solutions that will allow fans to experience the game like never before, all in a personalized way,” said James Carwana, general manager, Intel Sports Group. “Intel’s technology in the biggest football game of the year is one example of how we are driving a new wave of powerful technologies that will transform sports for athletes, teams, fans, coaches and even broadcasters.”

Intel is also working with Brady to create an Intel 360 user-generated video. Participants can visit experiencemore.intel.com to create their own frame of the star to add to a user-generated video. The best images created of Brady will be aggregated in a gallery available online for sharing and exploration. The challenge culminates with the release of the video on Sunday, Feb. 5.

To learn more about Intel and sports, visit www.intel.com/sports.

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 and intel.com.

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