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Intel Helps Disney-Pixar Cook up a Blockbuster with 'Ratatouille'

From Movie-Making to Movie-Watching, Intel Multi-Core Processor Technology is a Key Ingredient

SANTA CLARA, Calif.--(BUSINESS WIRE)--

Intel Corporation joined forces with Walt Disney Pictures and Pixar Animation Studios on the animated-comedy, "Ratatouille," which debuted in theaters on June 29 as the No. 1 movie in America. Intel-based computers have been a key technology ingredient in the digital media industry for more than 15 years, and for the first time the company is working hand-in-hand with Disney-Pixar as a major promotional sponsor.

"Ratatouille" follows the adventures of a rat named Remy, who dreams of becoming a master chef in the culinary capital of Paris, boasts key breakthroughs in animation. The technology used to create and render the movie, Intel(R) Xeon(TM) processors with Intel(R) Core(TM) microarchitecture, helped build the emotional and visual excitement by delivering an experience packed with advances in computer graphics technology including ultra-realistic water scenes with river rapids, lifelike bubbles and book pages that literally "wilt" when turning the wet paper.

"There were many technical challenges in the making of 'Ratatouille,'" said Greg Brandeau, senior vice president of technology, Pixar Animation Studios. "Intel's advanced computing capabilities helped Pixar bring 'Ratatouille' to life faster than ever, delivering a 30 percent performance improvement in the computer-generated animation and visual effects rendering software. Faster rendering gives lighting designers more time to create even more realistic images like an animated Eiffel Tower or Remy the rat's winning smile."

"We are absolutely thrilled to be developing our first promotion with Intel," said Cherise McVicar, senior vice president of national promotions and mobile marketing, Disney. "Featuring their innovative technologies, Intel has been a 'soup to nuts' collaborator, supporting both the making of and the marketing of Disney-Pixar's Ratatouille. We're grateful to collaborate with such an iconic technology company in both advertising and engaging consumers."

"Movie magic starts with powerful behind the scenes performances," said CJ Bruno, Intel's director of Americas Marketing. "The same Intel Core technology that gave Disney-Pixar the performance and flexibility needed to create incredible realism in 'Ratatouille,' can also be used by consumers to watch, produce and share their own movie magic at home and on-the-go."

Intel and the Entertainment Industry

Over the past decade, Intel has worked closely with Hollywood studios to radically increase the computing capabilities and solutions available to filmmakers, increasing the realism and quality of films. Intel technology - from servers to workstations to software enabling - has played a critical role in creating incredible realism in animated films including "Monsters Inc.," "Finding Nemo," "The Incredibles," and "Cars."

In addition to being a key technology ingredient in the film and helping increase overall studio productivity while reducing production costs, Intel is a major promotional sponsor for "Ratatouille." The campaign, featuring Remy multi-tasking and entertaining with Intel(R) Core(TM) 2 Duo processors, includes retail promotions with Toshiba and Circuit City, special event sponsorships such as Disney's "Big Cheese Tour," www.thebestingredients.com Web site and advertising.

About Intel

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live.

About Pixar Animation Studios

Pixar Animation Studios, a wholly-owned subsidiary of The Walt Disney Company, is an Academy Award(R)-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation. Creator of some of the most successful and beloved animated films of all time, including "Toy Story," "Finding Nemo," "The Incredibles" and "Cars," the Northern California studio has won 20 Academy Awards(R) and its seven films have grossed more than $3.7 billion at the worldwide box office to date. The next scheduled film release from Disney-Pixar is "WALL-E" (June 27, 2008).

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Source: Intel Corporation