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Intel Drone Light Show Breaks Guinness World Records Title at Olympic Winter Games PyeongChang 2018

Intel Takes Entertainment to New Heights with Spectacular Drone Performance during the Opening Ceremony

NEWS HIGHLIGHTS

- 1,218 Intel® Shooting Star™ drones lit up the sky for the PyeongChang 2018 Opening Ceremony, setting a new GUINNESS WORLD RECORDS™ title for the most drones flown simultaneously.
- Advanced Intel drone technology will enhance the Olympic Games through 2024.

PYEONGCHANG, South Korea--(BUSINESS WIRE)-- Intel® Shooting Star™ drones made history for the Olympic Winter Games PyeongChang 2018 Opening Ceremony with the Winter Olympics' first-ever drone light show that also set a Guinness World Records* title for the "most unmanned aerial vehicles airborne simultaneously." The world record flight was prerecorded for the event.

This press release features multimedia. View the full release here: http://www.businesswire.com/news/home/20180209005739/en/

The Intel drone light show team produces the Olympic Winter Games PyeongChang 2018 Opening Ceremony drone light show, featuring Intel Shooting Star drones. (Credit: Intel Corporation)

Kicking off the 2018 Olympic Winter Games in PyeongChang, viewers from around the globe were treated to a record-breaking light show during the opening ceremony that surpassed Intel's previous record of 500 drones flown simultaneously in Germany in 2016. Intel designed and developed custom animations for the opening ceremony and nightly victory ceremony performances, which include animations of different sports and various Olympic-related logos including the formation of the iconic Olympic rings.

Press Kits: Drones at Intel | Intel at the Olympic Games

"The Olympics are a time when the sports and entertainment industries are buzzing with record-setting performances, so it was the perfect stage for Intel Shooting Star drones and our team to set their own kind of record," said Natalie Cheung, general manager of Intel's drone light show team.

"It's been exciting for us to partner with Intel on the Winter Olympics, as they continue to push the limits with their advanced drone light show technologies," said Sam Prosser, commercial director EMEA APAC Guinness World Records. "From flying 100 drones

simultaneously in 2015, to 500 drones in 2016, and now more than 1,000 drones – the sky is the limit with entertaining through Intel drone light shows."

Following the PyeongChang 2018 Opening Ceremony, Intel ran a 30-second ad spot featuring the power of Intel Shooting Star drones and their unique entertainment possibilities.

As a member of "The Olympic Partner" (TOP) worldwide sponsorship program, Intel is helping to transform the fan experience by creating immersive opportunities for viewers to be a part of the Olympic Games.

The Intel Shooting Star drones are a type of unmanned aerial vehicle (UAV) specifically designed for entertainment purposes, equipped with LED lights that can create countless color combinations and easily be programmed for any animation. The fleet of drones is controlled by one pilot.

"We are honored to have Intel drones playing several roles at the Olympic Games," said Anil Nanduri, vice president and general manager, Intel Drone Group. "Not unlike the athletes competing in the events, we continue to push to innovate and develop the drone technologies that inspire people all over the world."

For full details on Intel Shooting Star drones, visit the drone show fact sheet. For more information on Intel's TOP worldwide sponsorship, visit the company's Olympic Games news portal, which includes an interactive map of Intel's activities in PyeongChang. For all other details regarding the Olympic Winter Games PyeongChang 2018, visit www.olympic.org.

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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