



Intel STUDIOS | CANNES XR 2019

Cannes Film Festival
Immersive
Technology meets
Story

May 14 - May 19, 2019
Cannes, France



MARCHÉ DU FILM
FESTIVAL DE CANNES

Keynote

Ushering in the era of next generation Immersive Cinema: Where Storytelling meets technology

The immersive Cinema experience expands as the boundaries of the storytelling powered technology platforms continues to grow. The future of immersive cinema being invented in front of our eyes, forever changing and redefining communications, “data powered” entertainment landscape. This session highlights the possibilities of storytelling and immersive cinema by harnessing power of production technologies leveraged to create multisensory immersive cinema experiences such as LeMusk by A R Rahman and leading Hollywood Volumetric Cinema productions to further stimulate creativity like never before.



Date: May 14, 2019

Location: Palais des Festival

Speaker Name: Ravi Velhal

Global Content Technology Strategist , Intel Corporation

Ravi Velhal, Intel USA, leads digital media standards, technologies and immersive Cinema globally. As a CinemaVRE (Virtual Reality Experience) pioneer, he co-produced Le Musk–multi-sensory VR by A. R Rahman, Save Every Breathe: Dunkirk VRE with Warner Bros, FIRST MAN: VRE with Universal Pictures and RYOT, directed Rio Carnival 2018 VRE with GloboTV, collaborated with Sony Pictures on SpiderMan: HomeComing VRE, which was nominated for prestigious EMMY and recently launched “Innovation Studio” with Sony Pictures. His focus is to drive future immersive cinema, including 8K/16K future immersive media formats. Ravi is recipient of Hollywood’s prestigious Lumiere Award, Infinity Film Festival of Beverly Hills, Audience Choice Award, several global patents. He is Board of Director on AIS/VR society and advisor to film, trade organizations globally.

PANEI

“Immersive Volumetric Production: Breaking the Forth Wall”

From pixels to voxels, the potential of volumetric capture is endless as we are moving to seeing the world through the mind-bending capabilities of new media formats that are quickly becoming a gold standard in immersive media entertainment. This session provides insight into Intel Studios, the world’s largest volumetric studio, and behind-the-scenes on Volumetric Immersive Cinema Productions; Followed by a panel discussion about how Intel is working with the leading studios to drive volumetric cinema and production technologies to unleash the true potential of immersive storytelling.



Speaker Name: Diego Prilusky

Head of Intel Studios, Los Angeles, USA

Diego Prilusky is the head of Intel Studios, overseeing technical direction, creative direction and day to day operations of the immersive media studio in the Los Angeles area. This includes driving innovation and adoption of volumetric video technologies and production techniques, as well as the business and partner strategies required to achieve the Studio’s growth and profit objectives. Prilusky has a deep background in product design, film making, animation, and visual effects. Prior to Intel, Prilusky was one of the early founders and VP of product at Replay Technologies, a technical pioneer in large scale volumetric video capture for live sports. He was responsible for product strategy and key partner roll-outs that ultimately led to Replay’s acquisition by Intel in Q1 2016. Prilusky also held creative leadership roles at Framestore CFC in London and Ilion Animation Studios in Madrid where he designed and created visual effects and animation for feature films. He has multiple Sports Emmy award nominations and won the 2015 award for Best Technology.

Format: 1 hr (20 min keynote, 20-30 min panel (2-3 people max) - 10-15 min QA

Date: May 18, 2019

Location: Palais des Festival

CANNES XR Activation



Festival Dates – Tuesday, May 14- Saturday, May 25

Intel Booth Activation Dates – Tuesday, May 14- Sunday, May 19

Venue Details – Palais des Festival
1 Boulevard de la Croisette, 06400 Cannes, France
Hall CANNES XR 14.18 & 16.01, Zona 2 Nivel 1

Ticketing – Credentials only

Daily Schedule – Cannes XR open to visitors daily from 9a – 6:30pm

CANNES XR Activation

Zone 1: Immersive CINEMA Theatre: Where Tech meets

Story Media drives Intel's "Data Entertainment" mission from content creation to consumption

Leading Hollywood/global VRE produced by Intel



- **Le Musk Episode 1 premier**– Directed produced by AR Rahman
- Length : 10-15 min

- **First Man VRE** - Produced by Universal Pictures, RYOT, IMAX and Intel
- Length : 7 min



Immersive CINEMA Pavilion powered by Intel

- Three Positron VR Chairs powered by Intel i7 VR Desktops with Looking glass demo and interactive poster
- Content creation on Xeon Scalable CPUs

CANNES XR Activation



MARCHÉ DU FILM
FESTIVAL DE CANNES

Zone 2: Grease Volumetric: World's First Volumetric Cinema

Experience

Media drives Intel's "Data Entertainment" mission from content creation to consumption

Leading Hollywood/global VRE produced by Intel

Grease is an iconic 1978 blockbuster musical from Paramount Pictures. Now 40 years later, immerse yourself in **Grease 40th Anniversary - Immersive Cinema Experience of You're the One That I Want**. This is the world's first volumetric Hollywood Cinema experience produced at Intel Studios, the world's largest volumetric studio imagined with Intel technologies. In collaboration with Paramount Pictures and the original Grease movie director Randal Kleiser, this experience will immerse the audience in the interactive song and dance to unleash the possibilities of volumetric storytelling.

Touted as a future of cinema production, this Volumetric Cinema experience brings you the limitless potential of storytelling based on "Data Powered Entertainment" to create the future of Immersive Cinema entertainment industry.



Immersive CINEMA Pavilion powered by Intel

- Interactive Grease Volumetric Poster Length: 1 min
- Looking Glass Demo Experience Length: 2 min
- AR Experience Length: 3 min