

Backgrounder

Dell Collaborates with Intel on All-New Social Film ‘What Lives Inside’

ROUND ROCK, Texas, March 23, 2015 – Dell Inc. and Intel Corporation teamed up to deliver a new social film titled “What Lives Inside.” The latest release in the “Inside Films” series was brought to life by leading minds in Hollywood, technology and social media, and breaks new ground in the genre of interactive and social entertainment.

The Social Film Plot: Unlocking Creativity

The film centers around Taylor, the son of an absentee father who finds himself on a journey of self-discovery. His father was a well-known and acclaimed children’s puppeteer who was widely celebrated for his creativity. After his passing, Taylor discovers a mysterious world of his dad’s creation and finds himself on an adventure that will soon unlock his own creativity.

Hollywood Talent

- The two-time Oscar*-winning director, [Robert Stromberg](#), who last directed “Maleficent,” oversaw the film and integrated the winning audience submissions into the storyline. Stromberg has also worked on TV’s “Game of Thrones” and award-winning movies, including “The Hunger Games” and “Avatar.”
- [Colin Hanks](#) plays Taylor Delany, the son of an absentee father who finds himself on a journey that will simultaneously unlock his creativity while helping him come to terms with his father’s death. He has starred in television series such as “Fargo,” “Dexter” and “Mad Men.”
- [J.K. Simmons](#) is featured as Pops Delaney who was a well-known children’s puppeteer. Simmons is known for his roles in “Spider-Man,” “The Closer” and “Juno.” Simmons recently won Best Supporting Actor in a Motion Picture at the 2015 Golden Globes* for his work in “Whiplash.”
- [Catherine O’Hara](#) plays Sarah Delaney, the recently widowed mother of Taylor. She has starred in films such as “Best In Show,” “The Nightmare Before Christmas,” “Home Alone” and “Beetlejuice.”
- [Rodrigo Prieto](#) is the director of photography for “What Lives Inside.” Prieto has worked on “The Wolf of Wall Street,” “Argo,” “Brokeback Mountain” and “Babel.”
- The social film is produced by Dell in collaboration with Intel. Pereira O’Dell is the advertising agency. RSA Films is the film production company. MPC is the visual effects and animation company. Third Floor is the pre-visualization company. Stopp is the digital production company.

Becoming a Part of the Experience

Fans of the “Inside Films” series were encouraged to participate in the creation process by submitting character sketches and drawings. Members of the public created a character, submitted a sketch and the public got to vote on their favorites. Director Robert Stromberg then selected the most inspiring ideas from the gallery favorites to appear in the film. Submissions were accepted on WhatLivesInside.com from January 13 through March 9.

Dell and Intel

“What Lives Inside” is the fourth film of the “Inside Films” series but marks the first time Dell has collaborated with an award-winning director and cast to produce a Hollywood-quality film.

The Intel-powered Dell Venue 8 7000 Series tablet with Intel® RealSense™ snapshot will play a critical role in the film, accompanying Taylor on every step of the journey and helping to unlock his creativity. Integrated into the viewing experience in an organic manner, the product’s unique features become the perfect tools for the emerging artist in Taylor to showcase his work.

Featured Device

“What Lives Inside” features the Dell Venue 8 7000 Series tablet with Intel Inside®. The tablet is the thinnest on the marketplace and is based on the Intel® Atom™ processor with lightning-fast performance and long battery life. It also features Intel RealSense snapshot technology that captures a depth map for every picture taken, and offers Dell Image Gallery, Infinity Screen with edge-to-edge display, Immersive Audio, Auto On, Parallax Home Screen and Dell Cast.

Everything the tablet does in the film is real; there were no special effects used to enhance the product, meaning consumers have the ability to do the same things Taylor does in “What Lives Inside.”

Intel RealSense Snapshot

Dell launched the new Dell Venue 8 7000 Series tablet at CES, the very first device to market with Intel RealSense snapshot. It is based on the Intel® Atom™ processor Z3500 series, resulting in lightning fast performance and long battery life. Intel RealSense snapshot technology takes photography to another dimension, bringing multi-camera, depth-enabled capabilities to Intel Atom processor-based tablets. Intel RealSense captures a high-definition depth map for every picture taken, enabling you to change focus, take measurements with a touch of a finger, add dynamic effects and motion, and discover things in your photos you never thought were there!

Film Schedule

DATE	STAGE	DESCRIPTION
Nov. 6-15, 2014	Filming	The filming and shoot began the week of Nov. 3 in Los Angeles.
January 13	Launch of The Hub & Fan Submissions Begin	The hub, WhatLivesInside.com, will launch along with the director's video asking fans to submit character sketches that could appear in the film via WhatLivesInside.com or using the hashtag #WhatLivesInside.
January 15 – March 5	Featurettes Debut	A series of featurettes will be available, providing a look at the making of "What Lives Inside" debut, including interviews with the director, actors, Dell, Intel and the creative agencies that brought the experience to life.
February 12	Teaser Trailer	The teaser trailer debuts.
March 11	Official Trailer	The official trailer launches.
March 25	Series Premiere	The film will be available exclusively on Hulu.com* for four weeks.
May 6	Wide Release	"What Lives Inside" becomes available on WhatLivesInside.com and YouTube*.

Links and Hashtags

- To watch the trailer and films and to create your own character that could be featured in the film, visit www.WhatLivesInside.com.
- To follow the "What Lives Inside" film on Facebook*, visit www.facebook.com/insidefilms.
- To follow and join the conversation, follow or tweet the hashtags: #whatlivesinside and #insidefilms.
- Twitter handles: @Intel, @Dell and @insidefilms.
- To learn more about the Intel-powered Dell Venue 8 7000 Series tablet with Intel RealSense snapshot, visit: <http://www.dell.com/learn/us/en/uscorp1/secure/2014-01-06-dell-consumer-devices-portfolio-ces>.

Industry Recognition

- The whole "Inside Films" series has won more than 100 awards.
- Last year's film, "The Power Inside," won 13 awards, including two CLIO Awards, two Webby Awards and four Bronze Lions at the 2014 Cannes Lions International Festival of Creativity. The film was also nominated for a Daytime Emmy Award for Outstanding New Approach to Daytime Programming.
- The second film, "The Beauty Inside," won over 27 awards, including 11 Lions, three of which were Grand Prix at the 2013 Cannes Lions International Festival of Creativity and a Daytime Emmy Award for Outstanding New Approach to Daytime Programming.

- The first social film, “The Inside Experience,” won 19 awards, including a Gold National Addy in the online video/webisodes category and a Webby for Best Integrated Media Plan.

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About Dell

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About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world’s first commercially available “conflict-free” microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel’s conflict-free efforts at conflictfree.intel.com.

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