

## Intel Spotlight Sessions

Spotlight is the Intel booth's unique live theater experience used to further amplify the event and brand strategy through live demonstrations, presentations, performances and experiences.

### Master At-a-Glance Schedule

*Schedule subject to change*

<b>Tuesday, January 9</b>	<b>Wednesday, January 10</b>	<b>Thursday, January 11</b>	<b>Friday, January 12</b>
10:15 a.m. VR: The Future of Education with Sansar	9:45 a.m. Voice Services on the PC	9:45 a.m. Movidius*: Delivering the Power of Sight Through Artificial Intelligence	10:15 a.m. 5G and the Smart Stadium
11:00 a.m. Technology Innovation and the Olympic Games (30 min. policy panel)	10:45 a.m. 5G and the Smart Stadium	10:45 a.m. Reimagining the Ride	11:15 a.m. Movidius: Delivering the Power of Sight Through Artificial Intelligence
12:00 p.m. Reimagining the Ride	11:30 a.m. Experience the Power of Data	11:30 a.m. AI in Motorsports	12:15 p.m. Experience the Power of Data
1:00 p.m. Protecting Our Oceans, Featuring Parley SnotBot	12:30 p.m. Safety and the Autonomous Vehicle	12:30 p.m. Intel, Powering eSports	1:15 p.m. VR: eSports Fan Experience with Insomniac*, Makers of The Unspoken
2:00 p.m. New Rules for the Road: Public Policy for a Self-Driving World (30 min. policy panel)	1:15 p.m. Decoding the Brain	1:30 p.m. Intel's Drone Ecosystem	2:15 p.m. Reimagining the Ride

Tuesday, January 9	Wednesday, January 10	Thursday, January 11	Friday, January 12
4:00 p.m. 5G and the Smart Stadium	3:00 p.m. Reimagining the Ride	3:15 p.m. Voice Services on the PC	
5:00 p.m. Experience the Power of Data	3:45 p.m. Intel's Drone Ecosystem	4:15 p.m. 5G and the Smart Stadium	
	4:30 p.m. AI in Motorsports	5:15 p.m. Experience the Power of Data	

## Spotlight Descriptions

### 5G

#### 5G and the Smart Stadium

**Presenters:** Bryan Madden, Intel and Jason Elliott, Nokia\*

**Dates and Times:** Jan. 9 at 4:00 p.m., Jan. 10 at 10:45 a.m.  
Jan. 11 at 4:15 p.m., Jan. 12 at 10:15 a.m.

5G is set to revolutionize the consumer live stadium experience while offering new revenue streams for the entertainer or sporting team, venue and communications service providers. Attendees to this session will learn how Intel and Nokia are bringing the smart stadium experience to life around the world. Also the attendees will experience for themselves first hand a demonstration simulating one smart stadium solution developed By Intel, Nokia, China Unicom and Tencent Cloud for the Mercedes Benz Shanghai Stadium.

## Artificial Intelligence

#### Protecting Our Oceans, Featuring the Parley SnotBot

**Presenters:** Bryn Keller, Intel and Iain Kerr, Ocean Alliance and Parley for the Oceans

**Date and Time:** Jan. 9 at 1:00 p.m.

The Parley SnotBot\* project uses Intel(R) artificial intelligence and drone technology through facial pattern recognition and heat mapping to radically change the way data is collected, analyzed and processed. Iain Kerr of Ocean Alliance and Parley for the Oceans will discuss how Intel's AI technology is advancing the collection and analysis of samples from whales and how that data is utilized to understand the health of the whale, our ocean environment and, ultimately, humanity.

#### Decoding the Brain

**Presenters:** Jonathan Cohen, Princeton Neuroscience Institution

**Date and Time:** Jan. 10 at 1:15 p.m.

Jonathan Cohen from Princeton Neuroscience Institute will discuss how brain activity can be

mapped with the help of Intel's AI technology. The capacity to monitor the brain in real time has tremendous potential for improving the diagnosis and treatment of brain disorders as well as for basic research on how the mind works. This presentation will explain how the combination of better algorithms and parallel computing is what enables the collaboration to achieve real-time brain scan processing.

## AI in Motorsports

**Presenters:** Emile Chin-Dickey, Intel (Jan. 10), Jamie Belliveau, Intel (Jan. 11) and Jeff Segal, championship-winning race car driver and professional racing coach

**Date and Time:** Jan. 10 at 4:30 p.m. and Jan. 11 at 11:30 a.m.

Motorsports are among the most tech-intensive sports in the world – from the engines to the aerodynamics, teams compete to gain the slightest edge to win on the track. Artificial intelligence can bring new insights to help give drivers this advantage they crave while elevating the drama for viewers watching on the edge of their seats.

## Movius: Delivering the Power of Sight Through Artificial Intelligence

**Presenters:** Jack Dashwood, Movius

**Date and Time:** Jan. 11 at 9:45 a.m. and Jan. 12 at 11:15 a.m.

Depth perception allows for us to perceive the world in three dimensions – so it makes sense we'd like our devices to understand the world in 3D as well. Many objects can benefit from vision in order to see and perceive what and where objects are, and Intel technology is making this process more efficient through artificial intelligence and the Intel® Movius™ Myriad™ VPUs. This presentation will feature a demonstration of the Tello\* Drone and the Google Clips\* camera.

## Virtual Reality

### VR: The Future of Education with Sansar

**Presenters:** Frank Soqui and Rajeev Puran, Intel and Ebbe Altberg and Sheri Bryant, Linden Lab **Date and Time:** Jan. 9 at 10:15 a.m. and Jan 11 at 2:30 p.m

Any great teacher will transport their students to another place and time. With the aid of technologies like virtual reality, we can now bring the art of educational storytelling into the digital present. Together, Intel and Linden Lab are embarking on a new VR experience, where creative thinkers, educators and futurists can come together to inspire the next generation of leaders. By marrying Intel's transformative technology with Linden Lab's community experience, we can change the way the world learns. This interactive presentation will include a hands-on simulation as presenters begin the Voyages Live experience.

### VR: Esports Fan Experience with Insomniac, Makers of The Unspoken

**Presenters:** Timothy Salvitti, Alina Pancorbo and Stephanie Clark, Insomniac

**Date and Time:** Jan. 10 at 12:30 p.m. and Jan. 12 at 1:15 p.m.

The best games take us places we've never been before, show us things we'd never see and give us skills we'd never otherwise have. But in VR, games can do all that and more. Enter The Unspoken by Insomniac Games, the latest entrant into the esports world. The game is an urban magic fight club, where you duel your opponent in secret locations around Chicago. This talk will delve into the challenges and opportunities of creating a competitive game specifically for VR and what makes play in this exciting space so different. Behind it all are innovative technologies that are

preparing the next generation of fans and players alike.

## Autonomous Driving

### New Rules of the Road: Public Policy for a Self-Driving World (Policy Panel)

**Moderator:** Margie Dickman, Intel

**Date and Time:** Jan. 9 at 2:00 p.m.

Self-driving vehicles are no longer a figment of our imagination. Leading innovators like Intel and auto companies around the world are testing self-driving cars on public roads and have announced that these cars will be available to consumers starting in 2020-21. Policymakers and Intel's Doug Davis will discuss how public policy can help unleash the vast societal and economic benefits to be realized from this breakthrough in automotive innovation. Self-driving vehicles have the potential to save hundreds of thousands of lives.

### Safety and the Autonomous Vehicle

**Presenter:** Professor Shai Shalev-Shwartz, VP of Technology Mobileye

**Date and Time:** Jan. 10 at 12:30 p.m.

Intel is dedicated to ensuring autonomous vehicles continue to make the roads safer and save lives. Without a doubt, autonomous cars will be much better drivers than humans. They'll have a 360-degree view and the ability to precisely detect the speed and distance of other nearby people and objects. Our research suggests self-driving cars can be engineered in a way that cuts the fatality rate by 99.9 percent - three orders of magnitude safer than today's human-driven cars. Learn how Mobileye's Responsibility Sensitive Safety model can help make this a reality.

### Reimagining the Ride

**Presenters:** Jack Weast and Matt Yurdana, Intel

**Date and Time:** Jan. 9 at 12:00 p.m., Jan. 10 at 3:15 p.m., Jan. 11 at 10:45 a.m., and Jan. 12 at 2:15 p.m.

Jack Weast and Matt Yurdana return to continue their dialogue on building consumer trust and awareness of Intel in AD. Real-life video footage will give the audience a unique perspective that allows them to experience trust – i.e., a view out the front window of the self-driving car projected on a screen, props to mimic the “devices” within the vehicle that may communicate with the passengers and real audio of the vehicle talking back to the rider. The conversation will include how this will impact and support the currently disenfranchised, such as the elderly or disabled.

## The Olympic Games

### Technology Innovation and the Olympic Games

**Moderator:** Julie Coppernoll, VP of Marketing, Client Computing & 5G, Intel

**Date and Time:** Jan. 9 at 11:00 a.m.

Intel's vision for the Olympic Games is a smart, connected and intelligent games. This panel will discuss the new experiences and possibilities that technology can unlock at the PyeongChang 2018 Olympic Games and highlight the ways Intel technology will impact and shape the future of the Olympic Games. This discussion will build excitement and interest in new technology innovations in the upcoming Olympic Winter Games in February by teasing the technology and build momentum for Tokyo 2020.

## Drones

### Intel's Drone Ecosystem

**Presenters:** Jeffrey Lo, Intel and Florian Reuter, Volocopter\*

**Date and Time:** Jan. 9 at 3:00 p.m., Jan. 10 at 3:45 p.m., Jan. 11 at 1:30 p.m., Jan. 12 at 3:15 p.m.

A presentation featuring three of Intel's drones including the Volocopter, Intel(R) Falcon 8+ System and the Intel Shooting Star™ drones and dive into the many applications made possible because of Intel technology. The end-to-end workflow for drone based inspection surveying flight, data acquisition, cloud-based data processing and analytics will be demonstrated. Contrast with a segment showing Intel drones working in very different use scenarios. (i.e., polar bears, first responders, light shows). Flight will include flight planning on a tablet/laptop with Intel Mission Control, launch inspection flight showing inspection of structure displayed on LED wall (stretch: fully automated, alternate: manually flown), show upload and processing/analytics of images in Quartz Mountain.

Presentation will end with an indoor light show.

## Esports

### Intel, Powering Esports

**Presenters:** John Bonini, Intel

**Date and Time:** Jan.11 at 12:30 p.m.

The growth of esports is exploding worldwide, and Intel's technology is powering the growth. From recent partnership investments with ESL, Blizzard and other esports organizations, Intel will show how its technology is advancing esports by delivering capabilities to organizers so they can deliver amazing real-time content to fans worldwide via live broadcast, social media and tournament play.

## CCG

## Voice Services on your PC

**Presenters:** Anand Srivatsa, Intel with HP and Amazon

**Date and Time:** Jan. 10 at 9:45 a.m. and Jan. 11 at 3:15 p.m.

Leading OEMs are highlighting hands-free, interactive access to some of the most popular voice-first skills and capabilities from services like Amazon Alexa\* and Microsoft Cortana\* to increase productivity, manage the smart home and get the most from their entertainment. With large displays, stylish form factors and the freedom to choose the voice service that makes sense for them, the PC is the ideal complement to the smart home and office. Intel technology enables an improved voice services experience by offering support for hands-free voice control, Intel® Smart Sound Technology for crisp, rich audio, and Intel® Wake on Voice to ensure the PC is ready to hear the "wake" word and start responding.

## The CES Experience

### Experience the Power of Data

**Performed by:** HÄANA, musician and Pablo Gnecco, visualization

**Date and Time:** Jan. 9 at 5:00 p.m., Jan. 10 at 11:30 a.m.

Jan. 11 at 5:15 p.m., and Jan. 12 at 12:15 p.m.

An immersive visual experience that uses real-time data to create an impressive motion graphic based on Intel's event strategy for CES 2018. Using a live musical performance by violinist HÄANA, as a data source, video graphics will bring the 2018 narrative to life and illustrate the power of data to create and transform amazing experience.



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