

Intel Spotlight Sessions

Visit the live theater experience to hear from executives and customers how Intel is the foundation for the world's most important innovations and next-generation experiences.

At-a-Glance Schedule

Time	January 8	Time	January 9
		9:15	Voice on PC: The Next Big Disruptor
10:15	Ziva Reimagines Characters for a 21st Century Audience	10:00	Ziva Reimagines Characters for a 21st Century Audience
11:00	The Power of Expression: Using Intel AI to Improve Lives	11:00	The Power of Expression: Using Intel AI to Improve Lives
12:00	Intel Drones: Improving Safety and Entertaining Audiences Worldwide	12:00	Connecting the Virtual and the Real, How McLaren Entered Esports
1:00	Autonomous Driving Group Panel Discussion - Safety Today for the Autonomous Tomorrow	1:00	IoT Panel Discussion - Making Smart Cities a Reality
2:00	Connecting the Virtual and the Real, How McLaren Entered Esports	1:50	The New Entertainment Experience
2:45	AI for Social Good: Putting an End to Poaching	2:45	AI for Social Good: Putting an End to Poaching
3:30	The New Entertainment Experience w/ Warner Bros.	3:30	#Goals: Delivering Breakout Wins for Sports Media & Betting with 5G
4:30	Voice on PC: The Next Big Disruptor	4:15	Creative Visionaries Redefine Content Creation: Grease Is Still the One that You Want

5:15	A Hole in One: 5G Puts Fans in the Action at the 2018 US Golf Open Championship	5:00	On the Move: A YouTuber and Her Laptop
		5:30	Next-Generation Standards Panel
Time	January 10	Time	January 11
9:30	Developing Games Faster than Ever on Intel X-series Platform	9:30	Intel Drones: Improving Safety and Entertaining Audiences Worldwide
10:30	A Hole in One: 5G Puts Fans in the Action at the 2018 US Golf Open Championship	10:45	The Power of Expression: Using Intel AI to Improve Lives
11:30	Intel Drones: Improving Safety and Entertaining Audiences Worldwide	11:45	Creative Visionaries Redefine Content Creation: Grease Is Still the One that You Want
12:30	#Goals: Delivering Breakout Wins for Sports Media & Betting with 5G	12:45	On the Move: A YouTuber and Her Laptop
1:30	The Power of Expression: Using Intel AI to Improve Lives	1:45	Developing Games Faster than Ever on Intel X-series Platform
2:30	Creative Visionaries Redefine Content Creation: Grease Is Still the One that You Want	2:30	#Goals: Delivering Breakout Wins for Sports Media & Betting with 5G
3:15	Math Over Miles: A Safety Model for Autonomous Vehicles		
4:00	On the Move: A YouTuber and Her Laptop		

5:00	Intel Drones: Improving Safety and Entertaining Audiences Worldwide		
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Spotlight Descriptions

5G

A Hole in One. 5G Puts Fans in the Action at the 2018 US Golf Open Championship

Presenters: Robert Powers, Fox Innovation Lab* and Jonathan Wood, Intel

Dates and Times: Jan. 8 at 5:15 p.m., Jan. 10 at 10:30 a.m.

At the 2018 U.S. Open, Fox Sports and Intel showcased early use cases for how 5G will transform the way media is produced, distributed, consumed and monetized. Learn how the companies collaborated to stream live 4K video over a 5G connection from the event's infamously difficult Par 3 7th hole.

#Goals: Delivering Breakout Wins for Sport Media & Betting with 5G

Presenters: Dave Lehanski, NHL* and Caroline Chan, Intel

Dates and Times: Jan. 9 at 3:30 p.m. and Jan. 10 at 12:30 p.m., Jan. 11 at 2:30 p.m.

Few things move at the speed of hockey. With 12 players and one puck flying across the ice at speeds of up to 100 mph, just keeping up on the action in real time is a challenge. With 5G on the horizon offering "hockey-paced" extreme speeds, ultralow latency and massive throughput, the NHL and Intel are investigating innovative in-stadium experiences that will deliver breakaway wins for fans.

ARTIFICIAL INTELLIGENCE

The Power of Expression: Using Intel AI to Improve Lives

Presenters: Paulo Pinheiro, CEO, HOOBOX* and Anna Bethke, Intel

Date and Time: Jan. 8 at 11:00 a.m., Jan. 9 at 11:00 a.m., Jan. 10 at 1:30 p.m.,
Jan. 11 at 10:45 a.m.

Discover the inspiring story behind HOOBOX's innovative Intel® AI-powered wheelchair, controlled by a user's facial expressions, and how the "Wheelie" was created to bring independent mobility, autonomy and self-esteem to thousands of people's lives.

Ziva Dynamics* Reimagines Characters for a 21st Century Audience

Presenters: Michael Smit, Ziva Dynamics* and Randy Greenberg, producer, “The Meg”

Date and Time: Jan. 8 at 10:15 a.m., Jan. 9 at 10:00 a.m.

Ever since the first computer-generated limb appeared on a fuzzy screen over three decades ago, artists and creators have sought to push the limits of plausibility and create more visceral animated experiences. Learn firsthand how the production team of The Meg leveraged Ziva’s groundbreaking software – powered by Intel® Xeon® Scalable processors – to re-create the most spectacular creature from the deep blue.

AI for Social Good: Putting an End to Poaching

Presenters: Eric Dinestein, RESOLVE*, Karl Burkart, Leonardo DiCaprio Foundation*, Anna Bethke, Intel and Fabien Laurier, National Geographic Labs*

Date and Time: Jan. 8 at 2:45 p.m., Jan. 9 at 2:45 p.m.

Every 15 minutes, an elephant is killed for its ivory. Every day a rhino is poached for its horn. The lion population is down 43 percent. These animals live on protected reserves, but because the reserves are so vast, with little to no communications infrastructure, park rangers are spread thin and struggle to stop poachers, who are heavily armed. RESOLVE*, backed by the Leonardo DiCaprio Foundation, is working with Intel and the National Geographic Society* to develop and deploy technology to help rangers stop poaching. Find out how their collaboration can save these majestic creatures.

AUTONOMOUS DRIVING

PANEL DISCUSSION - Safety Today for the Autonomous Tomorrow

Moderator: Jack Weast, Intel

Panelists: Marjory Blumenthal, RAND* and Dee Williams, NHTSA

Date and Time: Jan. 8 at 1:00 p.m.

The 30-minute panel discussion will dive into what a safety standard for autonomous vehicles could look like. The Responsibility-Sensitive Safety (RSS) model developed by Intel was proposed as a starting point for industry collaboration. The group of industry experts will discuss education, trust, safety and global, cross-industry cooperation to make AV safety a common approachable goal.

Math Over Miles: A Safety Model for Autonomous Vehicles

Presenter: Jack Weast, Intel

Date and Time: Jan. 10 at 3:15 p.m.

Intel believes AV safety shouldn't be a point of differentiation between companies; it should be common ground. People need to understand how the automated vehicle will help keep them safe and how the vehicle will react when it encounters an unsafe situation. This is why Intel proposed the Responsibility-Sensitive Safety model, or RSS, believing the path to generating trust between human and machine starts with transparency. The path forward is not about teaching a car how to be safe based on the number of miles driven but rather safety should be prescribed.

The New Entertainment Experience

Presenters: Pam Allison, Warner Bros.* and Marcie Miller, Intel

Date and Time: Jan. 8 at 3:30 p.m., Jan. 9 at 1:50 p.m.

Warner Bros. and Intel imagine the future for the autonomous vehicle passenger, their entertainment experience and the opportunities for content creators.

CCG

Creative Visionaries Redefine Content Creation: Grease Is Still the One that You Want

Presenters: Randal Kleiser, original director of "Grease" and Diego Prilusky, Intel® Studios

Date and Time: Jan. 9 at 4:15 p.m., Jan. 10 at 2:30 p.m., Jan. 11 at 11:45 a.m.

Learn how Intel-based systems and technology are helping filmmakers take advantage of the new world of VR and volumetric data giving an iconic 40-year-old film a 21st century face lift.

On the Move: A YouTuber and Her Laptop

Presenter: Sara Dietschy, YouTube* influencer

Date and Time: Jan. 9 at 5:00 p.m., Jan. 10 at 4:00 p.m. and Jan. 11 at 12:45 p.m.

Sara will dive into why she relies on Intel-based devices to create all her own content. She will show why it's the right time to refresh your PC with a high-performing Intel-based system.

Voice on PC: The Next Big Disruptor

Presenters: Priya Abani, Amazon* voice services and Chris Silva, Intel

Date and Time: Jan. 8 at 4:30 p.m. and Jan. 9 at 9:15 a.m.

Voice is the next PC disruptor, and it's growing! We'll learn how Intel and its partners are working closely to evolve the voice experience on PCs, expand it to other regions, introducing digital assistants to additional desktops and notebooks in 2019.

Connecting the Virtual and the Real, How McLaren* Entered Esports

Presenter: Ben Payne, McLaren

Date and Time: Jan. 8 at 2:00 p.m. and Jan. 9 at 12:00 p.m.

How did McLaren move into the esports space delivering four online qualifiers across PC, console and mobile? Through a partnership with Alienware*.

Developing Games Faster than Ever on Intel® Core™ X-series Platform

Presenters: Valerio Di Donato, 34BigThings* and David Nassau, Intel

Date and Time: Jan. 10 at 9:30 a.m., Jan. 11 at 1:45 p.m.

Learn why developers are turning to the Intel Core X-series CPUs to increase productivity and minimize time needed for common game development processes on industry-leading game engines like Unreal Engine 4*.

DRONES

Intel Drones: Improving Safety and Entertaining Audiences Worldwide

Presenter: Jeffrey Lo, Intel

Date and Time: Jan. 8 at 12:00 p.m., Jan. 10 at 11:30 a.m. and 5:00 p.m., Jan. 11 at 9:30 a.m.

Aging infrastructure and assets need to be inspected and maintained to keep them safe and operational. This has been a largely manual, time-consuming and sometimes dangerous process. Learn how organizations are now using aerial data, captured by drones, to improve this process. Automation of the data capture and data analysis with Intel's drone products and asset management system bring new efficiencies to these operations. Intel has also applied the automation of drone flight to entertainment with our drone light shows using hundreds – or even thousands – of illuminated drones flying animations set to music.

IOT

PANEL DISCUSSION - Making Smart Cities a Reality

Moderator: Sameer Sharma, Intel

Panelists: Lior Sethon, Mobileye, Beverly Rider, Hitachi Limited* and Michael Zeto, AT&T*

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



The 30-minute panel discussion will address the growing challenges associated with rapid urbanization and how cities around the world are planning to adapt through technological innovation, analytics/AI, and urban policies. Citizen quality of life and social impact of smart cities will also be discussed.

About Intel

Intel (NASDAQ: INTC), a leader in the semiconductor industry, is shaping the data-centric future with computing and communications technology that is the foundation of the world's innovations. The company's engineering expertise is helping address the world's greatest challenges as well as helping secure, power and connect billions of devices and the infrastructure of the smart, connected world – from the cloud to the network to the edge and everything in between. Find more information about Intel at newsroom.intel.com and intel.com.

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