



Intel® Studios is reimagining the future of content creation with next-gen filmmaking technologies. The award-winning immersive media production powerhouse develops original interactive experiences with full freedom of movement that allow audiences to explore stories like never before.





## **INTEL STUDIOS' FACILITIES PROVIDE DIRECTORS, STORYTELLERS AND PERFORMERS THE STATE-OF-THE-ART TOOLKIT FOR VOLUMETRIC FILMMAKING**

Digital filmmaking tools enable new techniques that could hardly be imagined just a decade ago. By capturing live-action performances in their entirety from every angle, volumetric provides filmmakers with more options than ever before in post-production – an incredible advancement in virtual production that will shift content visualization and workflows. Moving beyond 2D film and into the world of 3D data frees creators from the bounds of traditional filmmaking.

This new production technique allows the director to focus on the performance on the day of the shoot. Once the best performance is captured in volumetric video, editorial and environment can be tuned in post-production.

We created Intel Studios to lead the immersive media industry, pioneering creative technologies and developing the next-generation storytelling tools. Volumetric filmmaking opens a new world of storytelling possibilities by expanding the dimensions with which we capture live-action performances.



## USING LARGE-SCALE, END-TO-END VOLUMETRIC VIDEO PRODUCTION, INTEL STUDIOS IS THE HOME OF IMMERSIVE FILMMAKING

With the capability to capture large-scale scenes, directors, storytellers and performers can create authentic live-action scenes, capturing our relationships and connections in full volumetric video. This novel way of experiencing content is creating an entirely new language for storytelling.

With immersive media technologies like augmented reality and virtual reality, viewers can be placed in the middle of these scenes, be given the control to view from any perspective, and ultimately control or even play a part in their entertainment.



## THE INTEL TECHNOLOGY ADVANTAGE

We have come [a long way](#) from the days of Eadweard Muybridge and the zoopraxiscope. Data is transforming the entertainment industry – from the way we make films to where we share those stories and how we experience content. Intel has been at the center of the data transformation of every industry and entertainment is no different.

Volumetric content requires the ability to process massive amounts of data. Intel Studios captures and processes 100x more data than traditional movie production facilities. With Intel technologies powering the entire media pipeline – from the expansion of the VFX toolset on 2<sup>nd</sup> Gen Intel® Xeon® Platinum processors and safely stored on Intel® 3D NAND SSDs to building the 5G highways that deliver content to audiences – these innovations set Intel Studios apart.

**INTEL STUDIOS HAS BEEN RECOGNIZED FOR THEIR LEADERSHIP IN THIS DOMAIN WITH NUMEROUS AWARDS AND FESTIVAL SELECTIONS, INCLUDING A LUMIERE AWARD IN 2020 AND A SXSW JURY AWARD IN 2019.**

## **AWARDS**

SXSW Jury Award for Best of Interactivity 2019  
Lumiere Award for Best AR Musical 2020

## **SELECTIONS**

Sundance 2019  
SXSW 2019  
CannesXR 2019  
Sandbox Immersive 2019  
The Portal 2019  
SXSW 2020  
Tribeca 2020

## **OTHER HONORS**

TED Talk



**For more information about Intel Studios:**  
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