

A vibrant night scene at a festival or concert. In the foreground, a young woman with long brown hair is smiling broadly, holding a smartphone. To her right, a person with red hair wearing a black beret is also holding a phone up. In the background, a large crowd of people is visible, some holding phones. The CN Tower is illuminated on the left, and a large, colorful drone light show forms a heart shape in the dark sky. A semi-transparent blue banner with the Intel logo and text is overlaid at the bottom.

intel®

Intel® Drone Light Shows

What is an Intel Drone Light Show?

A new form of art and storytelling, branding or advertising. The sky becomes your largest canvas, billboard, or movie screen.

A smoke-free and noise-free way for audiences to enjoy 3D stories and dynamic formations choreographed to music

100s/ 1000s of preprogrammed drones flying in unison – all controlled by one pilot

State-of-the-art technology: launch pads for automatic animation uploads, battery charging, drone state. Minimal operations on site needed.

The Next Form of Art, Entertainment and Advertising



Art and Entertainment

New medium for storytelling



Events and Celebrations

"Digital fireworks" or "pixels in the sky"
that create a new experience



Advertising/Branding

New form of advertisement;
Branding in the sky

Scalable and Flexible Activations

+350 shows in a year



New Year's:
Malaysia;
Maldives

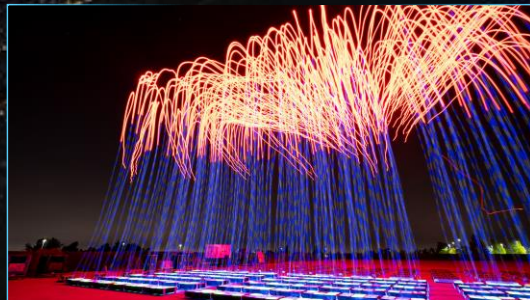


TV/Movie Premier:
The Expanse



Concerts:
Kacey Musgraves; Tier
1 Artists

Theme Parks:
Universal Studios
Hollywood



Auto Launches:
Tokyo Motor Show;
Top Auto Brands



Recognition for Activations

*Including 5 Guinness World
Records™ Titles*

CMO.

BRAND
FILM
FESTIVAL
LONDON

THE
WEBBY
AWARDS

THE
ONE
SHOW



THE
ANDYs



THE 2010
WORLD CHANGING
IDEAS AWARDS

PRNews'
Platinum
Awards

CANNES
LIONS



Experience Matters

60+
Global
Activations

35,000+
Flight Hours

1000+
Performances

24
Countries

24
Aviation
Approvals



USA



COLOMBIA



GERMANY



NETHERLANDS



ITALY



SOUTH AFRICA



MALDIVES



TAIWAN



KUWAIT



UAE



SAUDI ARABIA



PHILIPPINES



AUSTRALIA



THAILAND



SOUTH KOREA



SINGAPORE



JAPAN



MALAYSIA



ISRAEL

Exceeding Customer Expectations

"Set us **above and beyond** a typical pyro-technics show. Made the event special."

SAHARA *LAS VEGAS-BRAND RELAUNCH
SENIOR VP, MARKETING



"The **social viral effect** of the show far outweighs the investment. **Masterpiece in the sky.**"

AVENGERS*: ENDGAME RELEASE,
MALAYSIA



"It has been a great pleasure to work with such a professional team that shared the same objective of delivering a **mind blowing show** for the audience."

JOHOR FOOTBALL CHAMPIONSHIP, MALAYSIA



"The light show provided a huge **"wow"** factor for guests and was a **great modern alternative** to traditional casino entertainment. We enjoyed combining the light show with other dramatic elements."

HARRAH'S* CASINO OPENING,
NORTHERN CALIFORNIA



How It Works



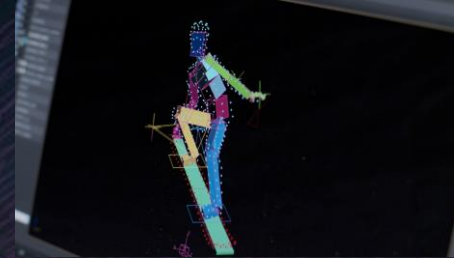
1. Plan

Discuss Site Options
Assess time for Aviation
Approvals if needed
Physical Visit to the Site



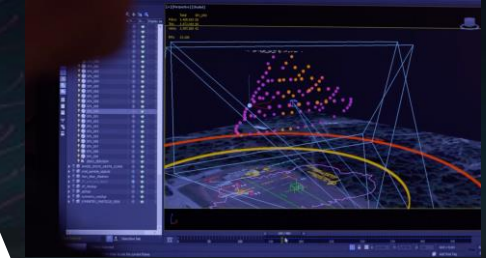
2. Design

Discuss animation and
create storyboard
Design the airfield and work
on infrastructure
requirements for the airfield



3. Animate

Model animation and use
Intel's proprietary software to
create the trajectories of
each drone



4. Simulate

See your show before it
happens! Watch the
simulation of the drones,
LEDs, and music for your
show.



5. Prepare

Ship out the drone fleet
Team goes onsite and loads
in, tests the drones, and
rehearses the show

6. Perform

Day of the show, team
performs final safety and
system checks
Enjoy the show!



Find the Show that Fits Your Audience

Classic

The Intel Drone Light Show Classic is the perfect solution for customers who are looking for:

- 200 or 300 drone show
- 8 minute experience*
- tight on entertainment budgets

We have dazzled millions of people around the globe on some of the world's biggest stages with this option including major sporting events, theme parks, and music festivals.

Premium

The Intel Drone Light Show Premium is the perfect solution for customers who are looking for:

- 300+ drone show (up to 5000 drones)
- 11 minute experience*
- Complex/windy environments
- Smaller space requirements for operations

Wow your audience with Intel's next-generation technology: animations with graceful, rapid movements and heightened resolutions – a 4K experience for your event.

*Shows can be longer. Contact your Intel Sales Representative for more information.

Show Prices

Classic

200 drones
\$99K USD

300 drones
\$149K USD

Premium

300 drones
\$199K USD

500 drones
\$299K USD

- Above price is for a one-night show and does not include shipping, T&E, airfield infrastructure costs – which are dependent on regional costs
- Work with an Intel Sales Representative to learn more about our other offerings:
 - Longer shows
 - Additional nights
 - Additional shows per night
 - Additional animations
 - Additional # of drones
 - Multi-city/location drone light show tour

*Prices listed are to be used as reference for a one night show and do not reflect the final quote. These prices do not include shipping or team travel and expenses (T&E), which must be calculated for each site. Additional nights or an extra show within the same night can be added for a nominal percentage on top of the original night 1 show price. Please work with an Intel Sales Representative for additional details.

Intel Drone Light Shows

SAFETY FIRST



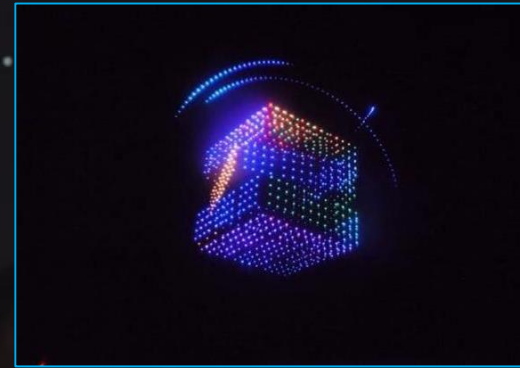
Multiple Geofences
Redundant Buffers
Visual Observers
Built in safety features

GLOBAL OPERATIONS



1000+ Performances
24 Countries
35,000+ Flight Hours
60+ Global Activations

EXPERT ANIMATIONS



4B+ Color Combinations
Multiple Resolutions Optimized
for different
viewing angles

LEADING TECHNOLOGY



Lightweight drones
Built specifically for
Light Shows



Thank You!

www.inteldronelightshows.com

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