MEDIA RELEASE: Thursday 14 May 2015, Sydney, Australia

INTEL HANDS OVER THE CONTROLS TO *A GAME OF DRONES* AT VIVID SYDNEY

In a Vivid Sydney first, visitors of all ages are invited to take control of a playful swarm of colourful drones, joining in the fun as the remote-controlled bots engage in a skyward bumper race using Intel-powered tablets, illuminating a massive, specially designed drone enclosure in Martin Place.

Destination NSW Chief Executive Officer Sandra Chipchase said, "At Vivid Sydney we celebrate the interplay between creativity and technology and putting art into the hands of the public. Intel's new drone installation reflects this concept and is another great hands-on opportunity for visitors to Vivid Sydney."

Intel Australia Managing Director Kate Burleigh, said Vivid Sydney is the perfect platform to engage the public in the wonders of technology.

"Vivid Sydney is an event that continues to push the boundaries, using technology as the enabler to bring inspiring, fun and immersive installations to life. This year we're bringing a first to Vivid Sydney by giving festivalgoers a chance to fly their very own drone," Ms Burleigh said.

Also in Martin Place, Intel RealSense™ technology will make its Australian debut at *Transcendence,* a remarkable grand structure featuring food and beverage outlets, designed by leading new media artist Joe Crossley.

RealSense™ will see visitors immersed in a phenomenal interactive experience that brings human senses to devices, allowing more natural, intuitive and immersive interactions with technology such as gesture control, augmented reality, and immersive chat.

"When entering *Transcendence,* visitors will feel like they are stepping right into the future – it's an experience all the family will enjoy," Ms Burleigh said.

Now in its fifth consecutive year as Vivid Sydney partner, Intel's footprint will spread beyond Martin Place to Circular Quay, The Rocks and Walsh Bay, with the Intel Galileo development board adopted by several Vivid Sydney Light artists (see Factsheet: Intel Galileo at Vivid Sydney 2015 for more information). The Galileo technology brings to life their creative concepts, acting as the brain inside many of the interactive installations including Arclight and Affinity. Intel's larger-than-life, futuristic robot Chip will also return to Vivid Sydney in 2015.

For more information visit www.vividsydney.com

MEDIA CONTACTS

Kate Campbell, Destination NSW
M: 0418 126 211
E: kate.campbell@dnsw.com.au

Taylor Campbell, Avviso
M: 0419 526 008
E: taylorc@avviso.com.au

Jessica Dunne, Bang PR
M: 0410 182 460
E: jessica@bangpr.com.au

INTEL AT VIVID SYDNEY

In its fifth consecutive year as Vivid Sydney partner, Intel technology will once again power some of the most exciting and innovative installations at Vivid Sydney. Intel is renowned for its previous Vivid Sydney activations such as collaborations with international superstars like will.i.am and local light artists, including 32 Hundred Lighting and Spinifex. These visually-stunning installations gave the public a chance to play and interact with iconic Sydney architecture like the Museum of Contemporary Art Australia, Customs House and the Sydney Harbour Bridge.
www.vividsydney.com/intel

VIVID SYDNEY

Vivid Sydney is the world's largest festival of light, music and ideas, which for 18 days - from 22 May to 8 June 2015 - transforms the Harbour City with its colourful creative canvas. Now in its seventh year, and owned and managed by Destination NSW, the NSW Government's tourism and major events agency, Vivid Sydney features large scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate (Vivid Ideas), all celebrating Sydney as the creative hub of the Asia-Pacific. For more information visit www.vividsydney.com