

CES 2018 Booth Demonstrations

AUTOMATED DRIVING

Autonomous Driving Mega Experience

Data is what enables the autonomous vehicle (AV) to see, hear and otherwise experience what's going on in the world around them. Through projection mapping and haptic seat effects, we will take visitors on an immersive ride through the eyes of an autonomous vehicle and showcase the various facets, sensors and technologies that gives the vehicle focused but near-human processing power to make the nuanced realities on the road manageable. Participants will journey through a world where vehicles will do the work of driving, freeing up time for us to do other things. The demo has seating for up to nine guests and is designed to feel like a car. Much like an exhibit in a museum or a ride in a theme park, the demonstration will mimic key sensations like wind and city experiences to help attendees better understand how data moves through the car and the city.

Inside Autonomous Experience

Discover how Intel and Mobileye are accelerating automated driving solutions from the individual components to the larger flow of data. This experience allows attendees to approach an acrylic transparent vehicle with sensors that respond to their presence. Display monitors built in the car will highlight Intel, Mobileye and other technologies that make autonomous driving safer and more reliable, as well as highlighting in-vehicle experience (IVE). The combination of Intel and Mobileye allow Mobileye's leading computer vision expertise (the "eyes") to complement Intel's high-performance computing and connectivity expertise (the "brains") to create safer and more affordable automated driving solutions from the bumper to the cloud.

BMW* Personal Copilot Autonomous Driving Test Vehicle

Visit the booth to see BMW's 7 Series AD vehicle and learn how Intel technology powers BMW to deploy its fleet of autonomous vehicles.

ARTIFICIAL INTELLIGENCE

Smarter Worlds

Step inside the large cylindrical tower structure that represents the vast mountains of data housed and scanned by AI in the cloud. AR app-enabled tablets will immerse visitors in an AI-powered journey that spans three unique use cases: i) conservation work designed to protect the world's oceans by using drones to track whales and capture streaming images that are sent back to a boat where AI is used to quickly categorize the data and track the health of the whales; ii) work with Princeton neuroscientists to analyze fMRI scans of the brain with AI and decode brain "wiring" to learn how it can affect perception and the way we feel in an effort to treat brain disorders in the future; iii) teaming up with Ferrari to experience sports broadcasting of the future that uses AI-controlled drones and real-time semantic identification to film and live scan race footage, to deliver the ultimate shot. Be taken on a journey that explains how much can be done with AI today, what is mere months away from becoming a reality, and where we see the technology evolving in only a few short years.

Fight Financial Crime with Intel AI

Today's banks have a data challenge, with simply too much information for human investigators and analysts to accurately monitor. In this context, how can they proactively identify and prevent nefarious activity? With Intel® Saffron™ Anti Money Laundering Advisor (Intel® Saffron™ AML Advisor), a product that leverages associative memory AI to analyze large amounts of banking and securities data. Step inside the shoes of the financial forensics agents to identify potentially criminal activity in a virtual banking environment. Using Intel Saffron AML Advisor's AI-powered transparent decision system, attendees can explore financial data and experience fighting financial crime.

Low Power Object Identification with Intel AI

Experience real-time image detection and classification using Intel® Movidius™ Myriad™ X vision processing units (VPUs) capable of processing AI and computer vision workloads directly on devices without the need for a network or cloud connection. Watch Intel Movidius Myriad X VPUs make sense of a complex film scene by localizing and classifying objects in real time. Also, get hands-on with real-world Intel Movidius technology-enabled AI in consumer devices, like the Google Clips AI camera, and a new Tello Drone featuring advanced sensor fusion for fun and intuitive drone flight experiences.

Experience Motorsports with Intel AI

We're off to the races! In partnership with Ferrari* Challenge, Intel is helping fans experience the thrill of a live race from anywhere in the world. The VR-enabled experience will take 360-degree motorsport and Ferrari Challenge footage from Intel drone and trackside cameras, and overlay multiple AI-assisted telemetry data. Sense the steering angle, G-force or throttle to create a personalized motorsports experience. Blink and you missed it. No problem. Thanks to Intel, fans have the option of watching a thrilling event replay as soon as it happens from anywhere on the race track.

Real-Time 3D Facial Effects with AI

Lights, camera, 3D action! Intel has developed a 3D face analysis technology capable of creating dramatic special effects for video, visual effects production or social media. Trained on hundreds of thousands of facial images, the machine learning and deep learning models intelligently analyze video images and can automatically detect and recognize human faces, precisely reconstruct a face in 3D, and track the head pose and facial expressions in real time. With the reconstructed 3D face, visual patterns and graphics can be overlaid on the video to generate the final facial animations with special effects. Previously, this level of "effect" could only be done with specialized cameras and equipment, at extreme expense and development time. Now attendees can experience these visual effects and video filters themselves in real time with the transformative power of AI.

5G

Connected Worlds

Step inside an immersive LED tunnel that will bring to life three use cases depicting how 5G will impact day-to-day life for the better through animations and typography. With each step, the story will evolve and change. When you enter the tunnel your presence is detected, triggering a three-act story with interactive elements all along the way, including: connected cars that instantly communicate hazards to nearby vehicles and the cloud; smart cities that leverage 5G-connected IoT solutions to quickly defuse

potentially dangerous situations; and the power of latency-free virtual reality that will transform education and help bring the people of the world closer.

4K UHD Streaming Over 5G

Experience the transformative potential of the 5G future today through an entertainment lens. Kick back and watch 4K ultrahigh-definition video - supplied by Warner Bros. - displayed on multiple high-res screens over a "live" 5G link. The connection is powered by the Intel® 5G Mobile Trial Platform and Ericsson* base station via a home router based on Intel's connected home technology.

Become Totally Immersed in Fast-Paced, Social Experiences with Friends Over 5G

Ever tried to talk to a friend over the phone when they were on a poor or delayed connection? When you add a truly immersive, social and interactive experience to it, delays in audio and visuals become simply unacceptable. 5G's low latency will allow seamless social interactions and truly immersive multi-person VR to be experienced from anywhere – at home or on the go with a 5G mobile connection. Experience smooth, immediate response gameplay, audio and visual interactivity, and control input made possible on a real, live over-the-air 5G network, powered by Ericsson and Intel. Join your friends on an amazing journey as you seamlessly move through space and time as you experience "The Life of Us," a multi-person social VR experience that premiered at Sundance and has been featured at film festivals around the world. This experience previously could only be possible while connected locally in the same room. On a next-gen 5G network, players can experience the same immersive and immediate control and responsiveness even if thousands of miles apart.

SMART CITY

IoT Smart City Experience

Transport yourself into the heart of a smart city with the City Beacon* kiosk. From connectivity to emergency services and navigation to mobile payments, this street side open platform blends state-of-the-art connectivity, security and communications to make the way we live smarter and more accessible, connecting citizens, cities and businesses. City Beacon provides edge computing to intelligent city infrastructure to deliver value-added services. Imagine connecting a city with hundreds of similar kiosks to create a connected network of processing and sensors that adds functionality for city dwellers and seamlessly makes data available to multiple city organizations to tie together communication and integration between them.

CONNECTED HOME

Smart and Connected Home Pod

Attendees are invited into the Intel CES Smart and Connected Home Pod to experience how Intel's connected home routers and gateways provide the home network performance your smart home devices demand. With Alexa* on PC, new innovations in digital assistants allow the control and convenience of home "smarts" without the cost and complication.

OLYMPICS

Winter Olympics Esports Experience

As an Olympic Sponsor and leader in the esports industry, Intel wants CES attendees to have a taste of the competition felt by the athletes in South Korea and esports pros around the world. Attendees will be able to experience the thrill of the Olympics and the competition of today's most demanding esports tournaments in "Steep: Winter Games Edition." Ubisoft's extreme Winter sports game "Steep" is releasing new DLC "Road to the Olympics," letting players try snowboarding and skiing down the same courses the Olympians will compete on in Pyeongchang. Powered by the latest 8th Generation Intel® Core™ 8700K processors and accelerated via Intel® Optane™ storage technology, attendees will experience gaming on a new level of competition-ready hardware.

Winter Olympics Experience with Intel® True VR

Experience a preview of Intel True VR coverage of the Winter Olympic games on the Windows MR platform, powered via 8th Gen Intel® Core™ processors. Attendees are invited to experience Intel® True VR and peek into the experiences centered around this year's Winter Olympic games. For CES, the Intel True VR experiences will be streamed live over Intel's 5G network, showing next-gen entertainment, paired with next-gen technology to create the best immersive experiences in virtual reality.

Intel Drone Experience

Experience the beautiful choreography of a drone light show, and fly along with a drone-based inspection of the Halberstadt Cathedral, all while learning processes of flight planning, data collection and navigation for today's most advanced thinking drones.

VIRTUAL REALITY

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VR Challenger League: Echo Arena

Bringing the excitement of the very first VR esports league to CES, the VR Challenger League, presented by Intel, Oculus and ESL, invites attendees to experience 3 vs. 3 team esports competition with Ready at Dawn's newest zero-gravity VR title, Echo Arena*. Players will experience a VR Challenger League competition, just like the pros, using 8th Generation Intel® Core™ processors and Intel® Optane™ SSD to deliver the high-performance needed for a great competitive VR experience.

World Builders

First the promise of immersive VR grabbed consumer consciousness, now Intel invites you to experience the Intel CES booth in the fourth dimension. Built with Sansar's powerful creator tools, the virtual experience scales from the practical to the fantastic, as the CES booth comes alive with VR effects and objects that could only be introduced in virtual reality. Attendees immerse themselves in the experience wirelessly using HTC* Vive HMD with Intel® WiGig technology. Visitors from all over the world will also be able to explore the inside of an 8th Gen Intel® Core™ processor and visit a location

from the upcoming movie Ready Player One, interact with Intel staffers and each other, and more. The huge amount of data required to create these virtual worlds and experiences are handled by the power of Intel's newest 8th Gen Intel Core processors.

VR Driver Training Experience

Step into the driver's seat and participate in a realistic live VR driving experience that simulates performance driver training on a test track. Not just a game, the simulator provides physical feedback to the driver, while the software objectively evaluates driver data for performance and safety criteria, and compares it to other drivers at CES. The experience is created in partnership with [VR Motion](#)*, a leader in automotive VR training and simulation and powered by 8th Generation Intel® Core™ processor-based PCs with Intel® Optane™ technology to provide responsive experiences, utilizing Windows MR HMD.

8th GENERATION INTEL® CORE™-BASED 2 IN 1

8th Gen Intel® Core™ Processor Experience on 2 in 1s

Since debuting in 2013, the 2 in 1 has taken the PC industry by storm for its unique ability to transform between laptop, tablet and tent modes, and for its ability to pack true desktop performance into a razor-thin design. In Intel's booth, attendees will be able to touch, flip, detach and experience the newest additions to the 2 in 1 family, now exceptionally powered with 8th Gen Intel Core processors. Amazingly beautiful and powerful 2 in 1s from Acer*, Asus*, Dell*, HP*, Lenovo*, Microsoft*, Samsung* and more will show how Intel's technology innovation makes data-rich and coveted experiences beyond productivity like 4K UHD movie watching, video editing, gaming and Windows* Mixed Reality even richer, more vibrant and perfect. These devices will also represent the newest touch, stylus, built-in 4G LTE connectivity and Thunderbolt™ technologies to show the options people can choose to make their next PC the perfect PC to fit their life and lifestyle.

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