



Project Snapshot:

Intel and HP at Sundance

Contact Info: 310-280-8301

email: jdepatie@propellerhead-inc.com



Intel and HP Campaign Highlights Mobile at Sundance Film Festival

What We Did: Propellerhead worked with Intel and HP to create a buzz for the new VIV technology among celebrities and independent film makers. Propellerhead created a special kiosk on display at Intel Digital Experience Zone at the Sundance Film Festival. Key independent filmmakers and celebrities were identified and contacted before the show and invited to bring a DVD containing their video content to the kiosk at the show. Producers Brian Quandt and Bob Johnston imported their content into the kiosk which was running on an Intel-based Hewlett Packard PC. The celebrities and filmmakers were then given memory cards containing their content that could be played back on many video-enabled smart phones and PDAs such as HP's next-generation iPAQ.

How We Did It: Propellerhead researched both the technology and the market before the Sundance show to prepare for the event. Project producer, Brian Quandt sought to create a demonstration that showed the cutting edge technology in a way that within two or three seconds would have an impact with festival goers. "This thing was viral, in a unique way" said project producer, Brian Quandt. "It has that element of instant gratification. An independent film maker takes the memory card that we've loaded with a trailer from his movie, puts it in his new video-enabled phone, and this gorgeous video with great sound starts playing. You'd better believe that once we gave the filmmakers and actors these cards with their video on it, they showed everybody who would sit still long enough to look at it."

Producers, Jeanette DePatie and Bob Johnston also managed many other elements of the product marketing at the show. From shooting and cutting a high-impact demo video to play on PDAs at the show booth, to writing, producing, formatting and packaging the memory cards and sales literature handed out to festival goers, to building the show website, DePatie and Johnston managed every detail.

“Sometimes it’s the glitzy promotional stuff that gets the press, and sometimes it’s the simplest little detail,” said Project Producer Jeanette DePatie. “I found these really cool aluminum carriers that could hold eight memory cards at a time. I knew they would look fantastic on camera, and that they would make great B-Roll for the massive numbers of news cameras covering the event. We created custom labels and put our demo memory card in there along with trailer cards from several of the films we were also helping to promote. Sure enough, those carriers showed up on B-Roll news footage all over the country.

Propellerhead also sent a camera crew out to capture footage of local folks reacting to seeing video play on the HP iPAQ. Producer Bob Johnston created a special rig to link the iPAQ and the HD camera. “The rig had to be light and it had to be simple,” said Johnston. “The results are fantastic—smooth, clear and beautiful. We sped up the footage, added some music and created a great piece that shows the future of entertainment in a very real and human way.”

The Result: The memory cards and demonstrations generated international attention at the Sundance Film Festival. The project created enormous buzz, with film makers and actors “demonstrating” the technology to each other on their cell phones and PDAs.

From the fanciest restaurants to the humble shuttle buses, the technology was the talk of the show. Ultimately, the story was picked up by several international feeds and video interviews featuring the technology ran during several prime time news programs throughout the country, including Los Angeles, New York and San Francisco.

