



Intel Corporation
2200 Mission College Blvd.
Santa Clara, CA 95054-1549

News Backgrounder

David Blaine and Intel Present ELECTRIFIED, an Ultrabook™ Experience

NEW YORK, Oct. 2, 2012 – David Blaine, internationally renowned performance artist and master magician, and Intel Corporation present ELECTRIFIED, a visually stunning performance that uniquely leverages technology, science and global interactivity to create a unique live performance event.

ELECTRIFIED is part of The Ultrabook™ Experience, a new initiative from Intel that features collaborations among innovative brands, emerging and established artists, designers and entertainers that use the Intel-inspired Ultrabook device to do extraordinary things. Throughout 2012, The Ultrabook Experience will unveil grand-scale projects with innovators in art, design, travel and film that are using Ultrabook devices to think innovatively.

Beginning Friday, seven towering metallic orbs – or tesla coils – streaming 1 million volts of electricity around Blaine for 3 days and 3 nights. Ultrabook devices power Blaine's performance behind the scenes and by enabling the world to be a part of the performance – not just watching. The performance aims to inspire people by showcasing what's possible when you combine technology, ingenuity and creativity.

At Ultrabook stations set up around the world, people interact with the tesla coils, influencing the intensity of the light and sound emitted by one or several coils. Online participants can also increase the intensity by increasing the number of online engagements, such as tweets and posts, with the #Electrified hashtag.

Fun Facts Behind ELECTRIFIED

- **The Suit** is a custom-made, chain mail suit weighting 27 pounds (12.25 kg).
- **The Structure** is made of steel and aluminum and is 44 feet (13.4 meters) in diameter. It took 3 months to build the tesla coils and a month to build the structure in Austin, Texas. Thirteen trucks were required to transport the full production.
- **Blaine's training** took 6 months, and he lost 50 pounds. He ate small meals, including lots of green vegetables, to physically prepare for the performance.
- **Medical experts** in optometry, podiatry and ENT met with Blaine daily in the months leading up to the performance to ensure he is healthy.
- **The tesla coils** require on-site electricity that is created via a bio-diesel generator, helping to create an eco-electrical, mixed media art piece. Four of the tesla coils, valued at USD\$350,000, will be donated to the Liberty Science Center and the new Tesla Museum in New York.

-- more --

About David Blaine

Footage of Blaine's career highlights can be viewed at davidblaine.com/video/db/. Starting his career as a street magician, Blaine's performances have transformed into grand-scale public events that have spanned the daring and impossible, including:

- Dressed For Dinner, 2009: In collaboration with Adam Kimmel and marine photographer Bob Talbot, Blaine swam with great white sharks 40 feet (12 meters) underwater in the Pacific Ocean.
- Dive Of Death, 2008: Blaine was suspended upside down for 60 hours.
- Revolution, 2006: For 52 hours, Blaine released himself from a rotating gyroscope suspended above an empty lot in Manhattan.
- Drowned Alive, 2006: For 7 days and 7 nights, Blaine was submerged in an 8-foot-diameter (2.4 meters) water-filled sphere in front of the Lincoln Center.
- Above The Below, 2003: A 44-day endurance stunt sealed Blaine inside a transparent Plexiglas case that was suspended 30 feet (9 meters) in the air.
- Vertigo, 2002: Blaine was lifted onto a 100 foot (30 meters) high and 22-inch-wide (55cm) pillar in Bryant Park for 35 hours.
- Frozen In Time, 2000: Blaine stood encased in a massive block of ice for 63 hours, 43 minutes and 15 seconds before being removed with chainsaws.

How to participate in ELECTRIFIED:

Ultrabook stations will be located in New York at Hudson River Park Pier 54 and at pop up locations in Beijing, London, Tokyo and Sydney. The entire event will be live streamed, 24 hours a day at www.youtube.com/electrified and at www.LeTV.com in China. Use #Electrified on Twitter, Instagram and Four Square with special features unlocked after 10,000 uses of the hashtag, and visit UltrabookExperience.tumblr.com to view and share all ELECTRIFIED social and multimedia content.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

– 30 –

Intel, Intel Core, Ultrabook and the Intel logo are trademarks of Intel Corporation in the United States and other countries.

*Other names and brands may be claimed as the property of others.

CONTACTS: Alison Wesley
408-765-0607
alison.e.wesley@intel.com

Fay Sliger
718-233-3676
fay.sliger@vice.com