



Backgrounder

“The Power Inside”: Intel® and Toshiba’s New Global Social Film

SANTA CLARA, Calif., July 25, 2013 – Intel® Corporation and Toshiba* are collaborating to deliver a social film titled “The Power Inside.” The new social film is brought to life by the leading minds in Hollywood, technology and social media and breaks new ground in the genre of interactive and social entertainment.

The Social Film Plot: Attack of the Moustache Aliens

The film’s plot follows an alien invasion by a race of extraterrestrial moustaches and unibrows who take over the upper lips and eyes of people around the world. The main character is Neil, who together with his friends and with the help of technology discovers his inner strength to defeat the moustache and unibrow invaders called Uricks. Intel-inspired Ultrabook™ devices by Toshiba play an important role in Neil’s journey of self-discovery.

What are the moustache aliens?

- The moustache aliens, or Uricks, are extraterrestrials that destroy planet after planet in a never-ending quest to satisfy their undying thirst for destruction. They take over people’s minds by attaching to their faces and disguising themselves as a moustache.

Do they only attack men?

- No. Moustache aliens are equal opportunity attackers, and will take the form of a unibrow when attacking female humans. We suppose they should technically be called moustache/unibrow aliens, but that just doesn’t sound quite as evil.

Is every moustache on earth an alien?

- No. The reason their disguise works so well is because they look like something that already exists – facial hair. Also, there is a fringe theory that aliens struggle to attach to people with naturally occurring moustaches/unibrows, which is why those cultures seem less susceptible to invasions.

How long have moustache aliens been on earth?

- They’ve been here for centuries, with resurgences occurring approximately every thirty years. Just look at the times when moustaches became suddenly popular, and you’re probably looking at a thwarted Urick invasion. WWI, the Disco era—you get the picture. In fact, they’re probably here right now. Watching your upper lip or brow, waiting for just the right moment . . .

Hollywood Talent

- Acclaimed directors [Will Speck](#) and [Josh Gordon](#) of “Blades of Glory” and “The Switch” will oversee the film, the main characters and the audience by weaving multiple elements of social media into the story and episodes. They launched their directing careers with the Academy Award-nominated short film “Culture.” They have since helmed the feature

films “Blades of Glory,” starring Will Ferrell, and “The Switch,” starring Jason Bateman and Jennifer Aniston.

- [Harvey Keitel](#) plays O’Mansky, a barber with a secret, in the film. Keitel is an American actor and producer. He starred in “Mean Streets,” “Taxi Driver” and “Reservoir Dogs.”
- [Craig Roberts](#) plays Neil, the main character, whose world is turned upside down when alien moustaches and unibrows take over his world in the social film. Neil will be narrating his adventures on the “The Power Inside” film Facebook Page*. Roberts is a Welsh actor who is best known for playing the lead role of Oliver Tate in Submarine.
- [Analeigh Tipton](#) plays Ashley, Neil’s love interest, in “The Power Inside.” Tipton is known for her role in the films “Crazy, Stupid, Love” and “Warm Bodies.”
- [Reid Ewing](#) plays Ashley’s boyfriend, Devin, in the film. Ewing is best known for his recurring guest role as Dylan on the ABC comedy “Modern Family.”
- [Zack Pearlman](#) plays Ari, Neil’s best friend, in “The Power Inside.” Zack plays Archie in the TV series “Community.”
- [Jo Willems](#) is the director of photography for “The Power Inside.” Willems has worked on “The Hunger Games,” “Limitless,” “Hard Candy” and “30 Days of Night.”
- Academy Award and Emmy Award nominee [Richard Pearson](#) is the editor for “The Power Inside.” He has worked on “Blades of Glory,” “Men in Black 2,” “Quantum of Solace,” “Iron Man 2” and “The Bourne Supremacy.”
- Produced by Intel and Toshiba. Pereira O’Dell is the advertising agency. Tool is the interactive agency. Film production is a collaboration between Love Child and Furlined.

A Social and Global Experience

“The Power Inside” is a global social film, taking place in more than 15 countries. The social film will engage a worldwide audience via social channels and regional market activations.

To join the Urick team and potentially be featured in the film, people are invited to upload a photo from their computer webcam to the film’s Facebook Page*. The facial recognition software will add a moustache or unibrow. Viewers can also upload videos of themselves removing a moustache to join the Guardian team. These photos and videos may be incorporated into the social film episodes.

Participating countries include United States, Germany, United Kingdom, Canada, Peru, Colombia, Mexico, Chile, China, Singapore, Malaysia, Philippines, Indonesia and Thailand. The social film will have subtitles in each country’s language, and will be available in English.

Film Schedule

DATE	STAGE	DESCRIPTION
Week of June 3–Jun 10	Filming	The film was shot in Los Angeles the weeks of June 3 and June 10.
June 17–July 24	Production	During this phase the film was in production and edited into a series of episodes that will then be unveiled over the course of six-weeks.
July 25	Global Launch of Facebook Page, film website and trailer	On July 25 the trailer will be released and Facebook Page launched. Casting call will be announced online for viewers to “Join the Fight.”
August 1	First Look	Interviews with directors, actors, Intel and Toshiba

		marketing managers and the creative agencies to learn more about bringing the social film to life, and the role the audience can play by auditioning to be a part of the film.
August 15	First Episode	The first episode airs online at 11 a.m. PST.
August 15–September 19	Live Social Film Experience	The film will be available online in weekly episodes starting on August 15 and continue over a six-week time period. New episodes will be released on Thursdays at 11 a.m. PST.
Starts August 4	Best Buy Retail Offer	In the U.S., buy a Toshiba Satellite C55t with the Intel® Pentium™ Processor and a pair of Skullcandy Hesh 2.0 headphones are automatically included with your purchase while supplies last.

Links and Hashtags

- To watch the trailer and films and “Join the Fight,” visit www.thepowerinside.com
- To follow the “Inside” film and Neil on Facebook, visit www.facebook.com/insidefilms.
- To follow and join the conversation, follow or tweet the hashtags: #jointhefight #insidefilms
- To enter the sweepstakes, visit sweeps.insidefilms.com
- Twitter handles: @Intel, @ToshibaUSA
- To learn more about Intel-inspired Ultrabook devices, visit: <http://www.intel.com/content/www/us/en/sponsors-of-tomorrow/ultrabook.html>.
- To learn more about Ultrabook devices from Toshiba that are featured in the social film, visit: <http://us.toshiba.com/computers/research-center/technology-guides/ultrabook/>.

Industry Recognition

- This will be the third year that Intel and Toshiba have partnered with Hollywood directors to produce a Hollywood-quality film.
- Last year’s “The Beauty Inside” film won more than 27 awards, including 11 Lions, three of which were Grand Prix at the 2013 Cannes Lions International Festival of Creativity and a Daytime Emmy Award for Outstanding New Approach to Daytime Programming.
- The first social film, “The Inside Experience,” won 19 awards, including a Gold National Addy in the online video/webisodes category and a Webby for Best Integrated Media Plan.

Ultrabook Devices Featured:

- In May 2011, Intel Corporation introduced the Ultrabook, a new category of mobile device that delivers the most complete and satisfying computing experience. These Ultrabook systems deliver superior performance, have built-in security and are ultra responsive — all in ultra sleek and sexy devices.
- “The Power Inside” features a variety of different Ultrabook devices from Toshiba, including the KIRAbok™, Portégé® and Satellite® L Series, all of which run on Windows 8.
- The [Toshiba KIRAbok™](#) is elegant in design and is innovatively engineered. The fingerprint-resistant touchscreen, fantastic image quality and Windows 8 operating system allow for an interactive computing experience and features the Intel® Core™ i5 Processor.

- The [Toshiba Portégé @ Z10t detachable Ultrabook™](#) is a 2-in-1 Ultrabook device. This thin and light Ultrabook sports a specialized screen that reduces glare and masks fingerprints, along with a stylus pen for simple touchscreen interaction and features the Intel® Core™ i5 Processor.
- [The Toshiba Satellite® L55t laptop](#) features the Intel® Core™ i5 Processor, and is ideal for everyday computing. With its sleek, easy-to-carry design, this Ultrabook is well-suited for enjoying and sharing your favorite movies and photos and has a battery life of more than five hours.

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About Intel

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