ULTRABOOKS

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DIRECTOR TREATMENT
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MOTHERSHIP + DD

The moment of creation is as fleeting as a passing cloud, as hard to pinpoint as the precise reasons we love someone. “Eureka” moments aside, creation is a process; an exercise in multi-disciplinarian might that involves more than just brain activity. It brings a person’s full being into action. It focuses the right hemisphere, the artist’s experiences and his or her environment, and channels that energy into… something. It does not matter what that something really is.

Creativity is the phenomenon whereby a person creates something of value. What counts as “valuable” has more to do with society than the individual artist or creator, but as an artist, that moment of creation is one of wonder.

With its *Ultrabook*, Intel is defining a product that resides at the center of artistic creation.

The challenge for a company like Intel, is that most consumers not only are unaware of which particular microchip powers their computing device of choice, but frankly could not care less. Everybody just assumes that all microchips are created equal; are all equally as fast, and will do whatever is required of them for their computers. We know that is simply not true.

“Creativity brings a person’s full being into action.”

The computer microchip's progress over the last four decades has been astounding. From Intel's own '72 8008 chip with 2500 transistors, to today's top of the line i7's 1.17 *billion*, one can see the incredible technological advances that have made today's computers, phones and other devices possible.

And yet, after we talk about millions, hundreds of millions and beyond, we simply lose interest. Does it do what I need? Is it fast? Does it look cool? Gone are the days where a beige box was your only choice. Today's consumer expects a beautiful machine. A "fashion accessory" that is so well designed that it is a natural extension of their personality.

Ultrabooks will be light and thin. They will be powerful. They will be chocked-full of innovative technologies. And they will be beautiful from the inside out.

Our goal is to bring attention back to the core of these devices; to portray them as artistic tools. We want to make an emotional connection between the heart of the computer and the heart of creation.

"Today's consumer expects a beautiful machine."

Concept for :15

On the brief, you mention a computer being assembled around the microchip. Although taking apart a complex device gives us plenty of chances for interesting visuals, we want to transmit the following idea clearly: Not only is the computer built around the Intel chip, *but the entire environment is built around it.*

That's because, conceptually, as a tool of creation the chip pulls everything in its surroundings closer in order to help the artist create. Its sphere of influence extends beyond the sleek enclosure of the laptop to encompass the artists' lives.

Stylistically, we want to create an exceptionally detailed, yet unbelievably stylish film. Cool, clean and contemporary. It will be a fashion spot that happens to feature a sleek and stylish computer. By treating the visuals with a touch of surrealism and beauty, we want to grab eyeballs immediately, and by virtue of their attention communicate the central idea: Without Intel, there is no *Ultrabook*. Without *Ultrabooks*, there's no creation. It may sound pretentious, but the brand has bragging rights.

Everything about this spot should speak about how technologically advanced the Intel chip is, but the visuals should be so sharp and gorgeous that the viewer will absorb the message almost by osmosis. We will design every angle and moment to romance the high-tech inner workings of this dream machine. Every shot should be beautiful to behold. We will use real photography and filmmaking tricks such as shallow depth of field, planes of focus, ultra slow motion and hand-held cameras to achieve that all-important goal.

"It will be a fashion spot that features a computer."

So, how do we create this? Given the nature of the concept, a full CGI spot seems to be the sensible way to go, although we are not against shooting some backgrounds.

By studying the existing prototype and similar leading edge devices such as the Macbook Air, we will generate generic high-resolution cg models of computer components. The solid state hard drive, the RAM chips and video board, the casing, etc, will all be easily recognized as shapes which we will texture with photographic source material to warrantee the greatest level of photo-realism possible.

We'll open on a close-up of the Intel chip of choice. The light is ethereal and bright. The extremely shallow depth of field focuses our attention on the shape in the center. The background is made of soft, out of focus shapes. As the camera slowly orbits the chip, metal tendrils reach out from under it and start to branch out. We realize the i7 is floating…

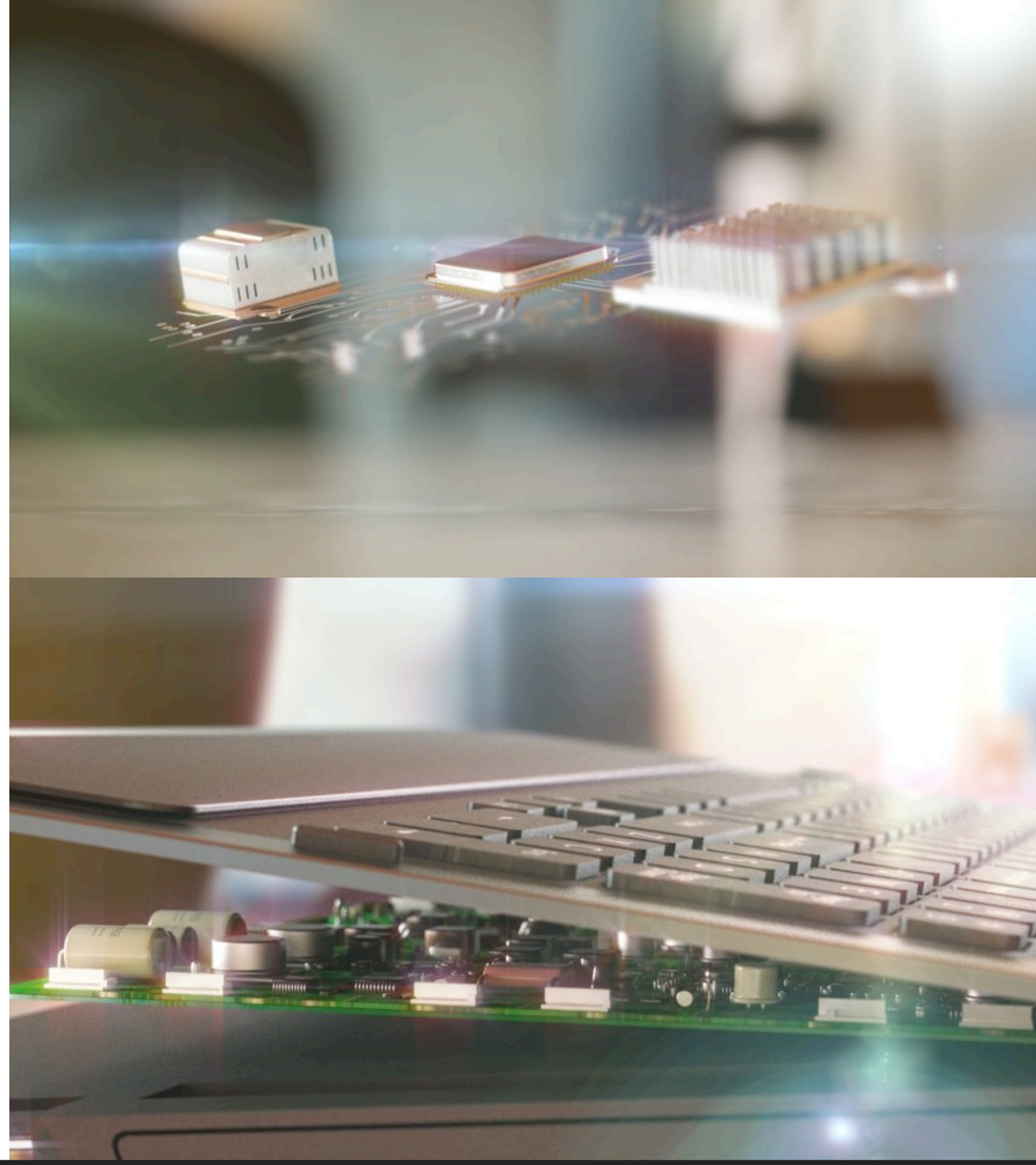
In a series of wonderfully staged shots, multiple pieces of the *Ultrabook* start to coalesce around our chip and slowly begin to form a recognizable shape. As if we were staring at high-speed footage of rain droplets, we change the depth of field to concentrate on different components as they tumble and combine to form the motherboard.

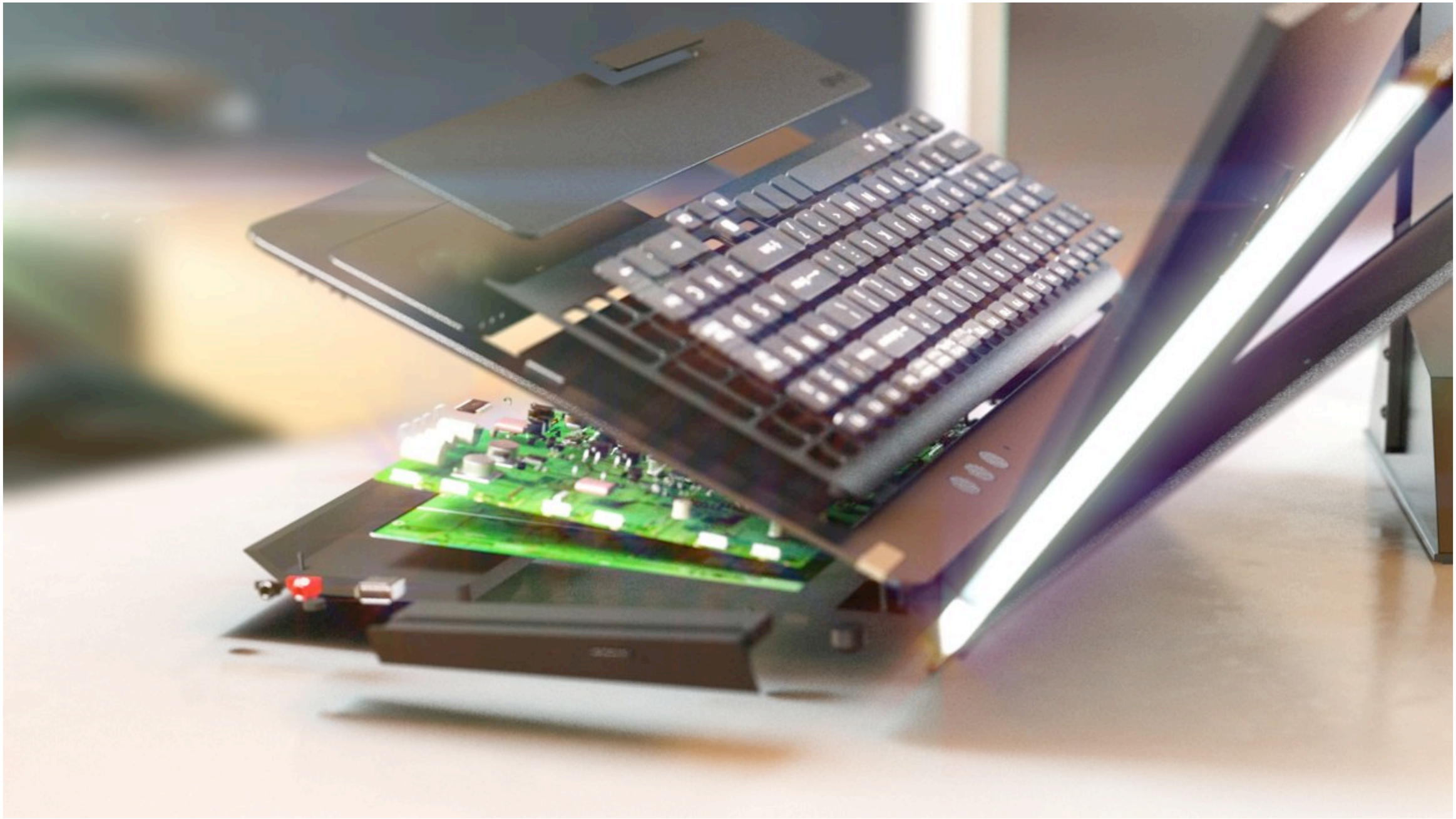
At the same time, the environment begins to come together. Light changes from soft and delicate to focused and familiar. A sleek surface slides in and we realize it's a glass desk… perhaps a modern lamp appears on the periphery of our vision.

We cut to an incredibly close-up shot of a black and softly reflective keyboard, as we follow the aluminum case as it drops towards the fully formed motherboard. As we orbit our hero Intel chip one last time, the final metal connections snap into place and the case closes up.

The *Ultrabook* is fully formed in front of our eyes. Sleek, modern, beautiful.

Photo-realism is key here, not only from a rendering standpoint, but also from the shot design and lensing. As I mentioned before, we want to tell the story without trying too hard. It should be flowing, seamless and eye-catching.





In closing...

Apple's spots are largely successful in part because they don't show their products too much Think dancers with iPods, Mac vs PC dudes, "1984". They are memorable because they are great spots, regardless of what they are selling. People remember them first and by association the products they represent.

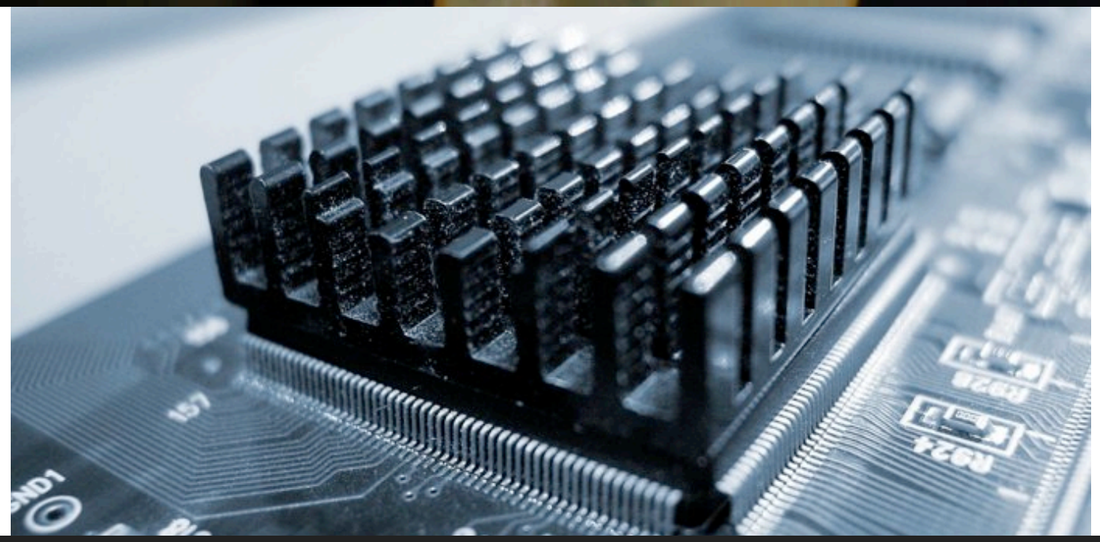
I'll strive to create a spot (and related prints) that brings together the best of creative thinking your team and ours can conjure up, with the technological know-how our company has to offer. Your ideas are very strong and I'm looking forward to match them with an equally strong execution. Our team at Digital Domain/Mothership is more that up to the task of bringing this great project into reality, and I hope we get to walk this road together.

Thanks for considering us.

Peace,

Aladino Debert
Director, Mothership/Digital Domain

Style & mood references



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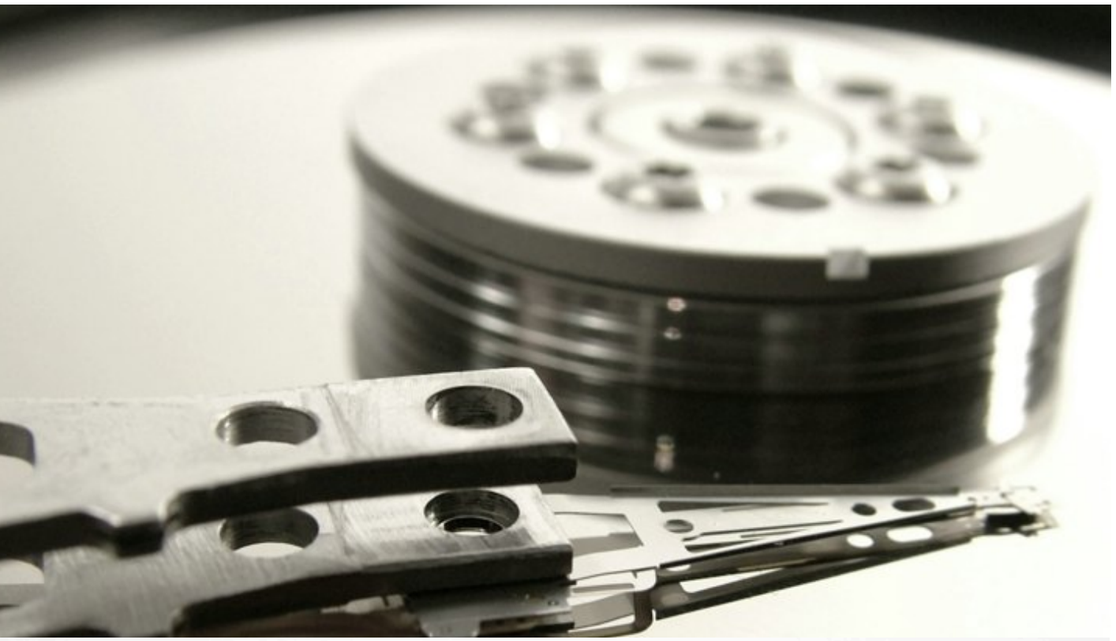

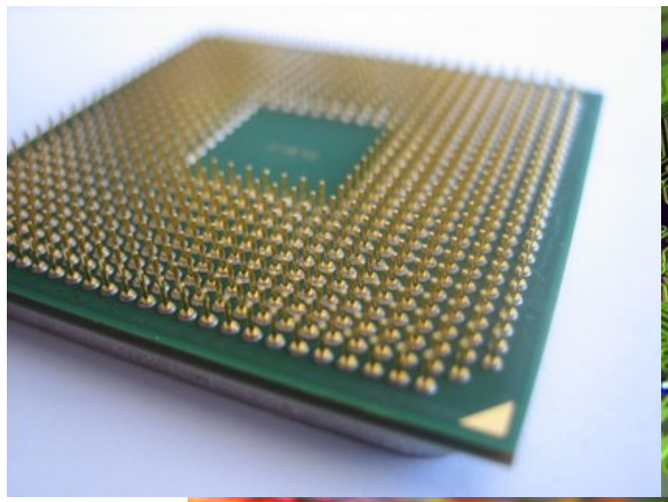

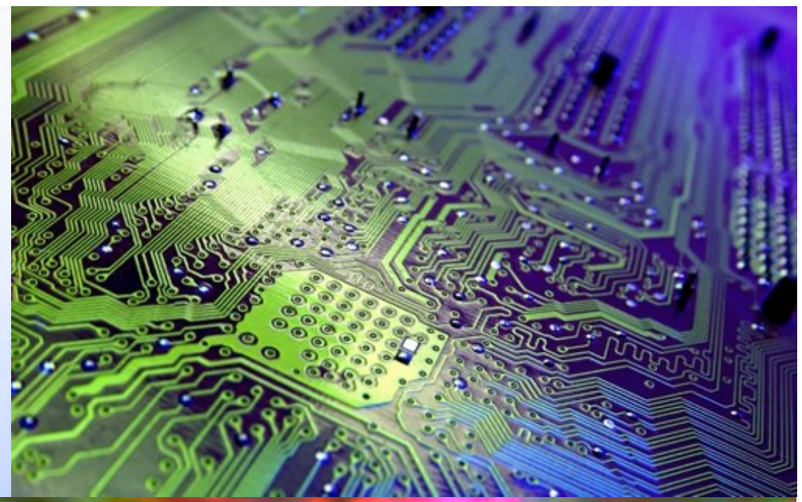

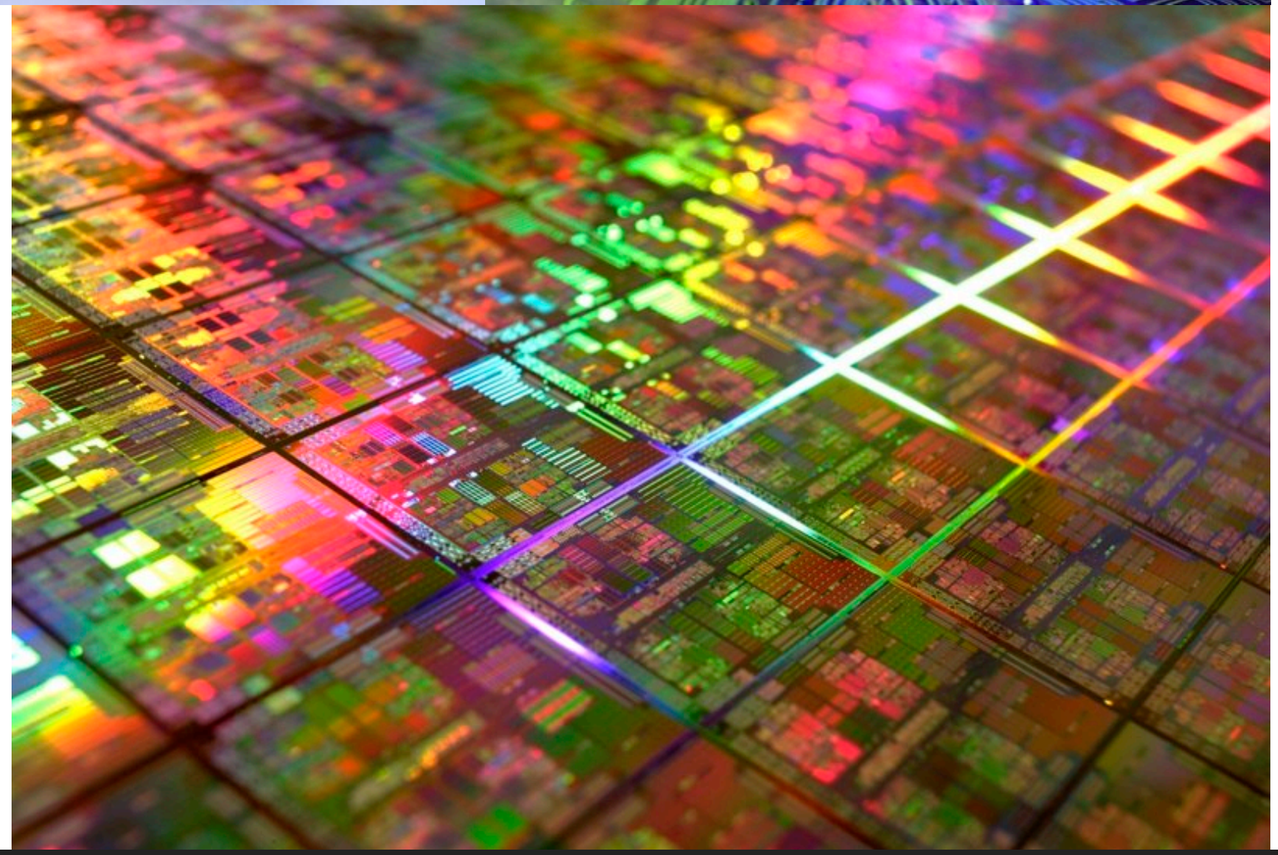

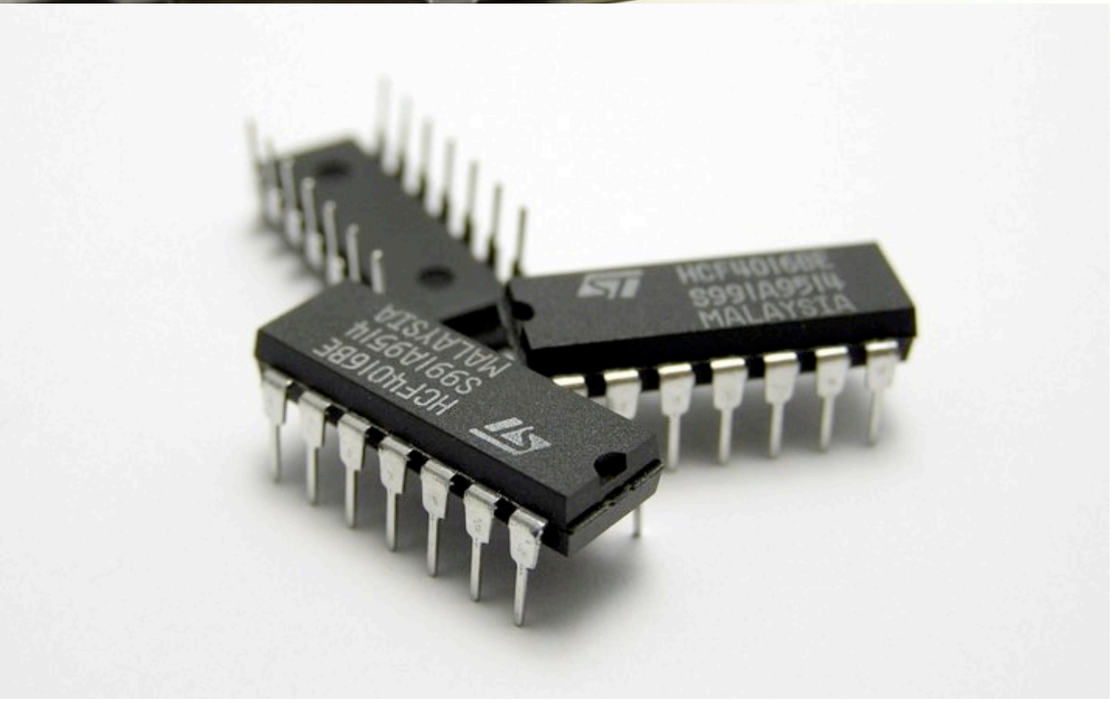

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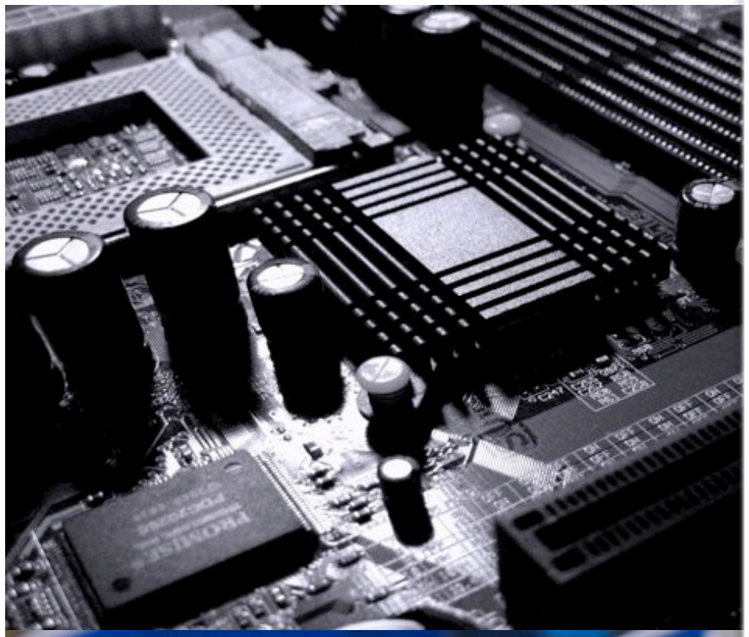

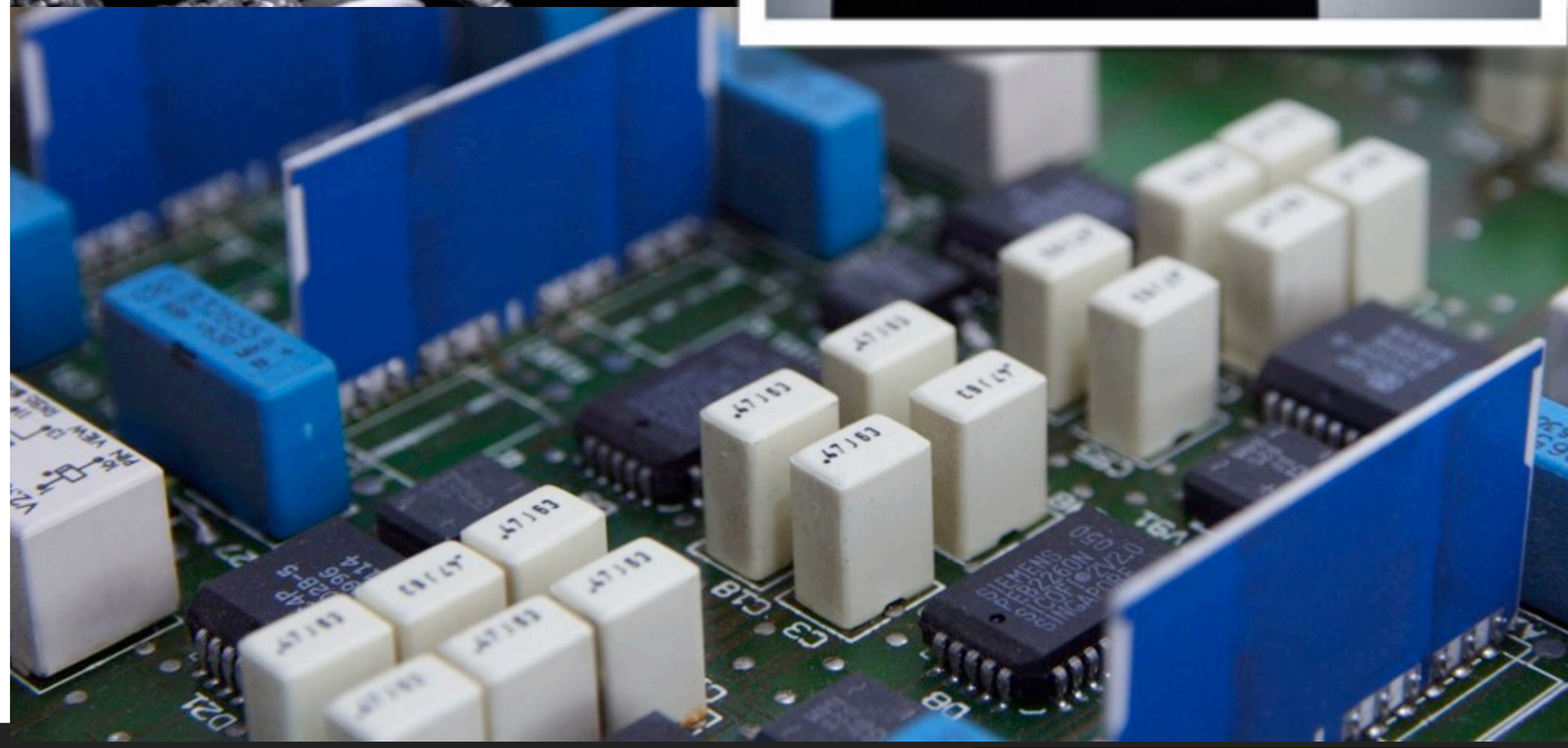

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