

European premiere at the 2016 Ars Electronica Festival:

## Ars Electronica & Intel™ Present: DRONE 100 – Spaxels over Linz

(Linz, San Francisco / August 16, 2016) “DRONE 100 – Spaxels over Linz” is the title of a spectacular quadcopter swarm performance that Ars Electronica and Intel are staging on September 10<sup>th</sup>. Weather permitting, 100 LED-studded Spaxels will put on a truly amazing display of aerial artistry above the Danube as the lead-in to this year’s *Visualisierte Klangwolke* extravaganza, “River of Knowledge.” Following their world-record-setting flight in Tornesch near Hamburg in late 2015, the 100-drone swarm has performed before a live audience only once. As the highlight of the Vivid Sydney Festival this past June, the quadcopters put on a show above the Australian metropolis’ harbor immediately adjacent to the world-famous Opera House. Thus, “DRONE 100 – Spaxels over Linz” will be the formation’s European premiere. “We’re delighted to be appearing in Linz again and to finally be able to demonstrate how far we’ve developed the SPAXELS since our very first appearance at the 2012 *Klangwolke*,” said Ars Electronica Futurelab Director Horst Hörtner. “We are excited to bring Drone 100 back to Europe, where we can showcase a new amazing experience that is powered by Intel drones.” said Anil Nanduri, Intel’s general manager of unmanned aviation systems at Intel. “Drones are an important computing platform of the future. With the multiple drone per pilot solution created by Intel, we see new potential opportunities and ways to expand the future of the drone industry.”

And anyone interested in learning more about these unmanned aerial vehicles is cordially invited to visit POSTCITY September 8-12 for an up-close look at racing drones, delivery drones, camera drones, and of course, the LED-equipped drones developed by the Ars Electronica Futurelab. Throughout the Ars Electronica Festival, POSTCITY is hosting a Drone Lab featuring lots of exhibits, presentations and demonstrations showing what this technology is capable of and how it will be deployed in the future.

### September 10, 2016: DRONE 100 – Spaxels over Linz

On Saturday, September 10<sup>th</sup> at 7:45 sharp, 100 quadcopters each equipped with an LED module will lift off for an approximately seven-minute flight. In order to avoid collisions, the launch won’t be simultaneous; instead, smaller groups will take off sequentially in waves. Initially, they’ll ascend almost vertically to an altitude of 30 meters, fly over the trees lining the Danube and head out over water, where they’ll get into position to execute their choreographed routine. Part 1 of the show is a production custom-tailored to Linz featuring several three-dimensional motifs—for instance, a majestic bird flying above the Danube, flapping its huge wings up and down. This number will be synchronized to music created by Linz sound artist and composer Sam Auinger. Part 2 reprises the finale of the DRONE 100 world record flight for Intel in November 2015. That wraps up the airborne spectacle—the drone swarm will then make its way back to its riverside airfield. But this will only have been the beginning for the approximately 100,000 spectators in Donaupark. The evening’s

next highlight starts immediately—the *Visualisierte Klangwolke* entitled “River of Knowledge.”

### September 8<sup>th</sup> and 9<sup>th</sup>: Countdown to the Show at the *Urfahrner Markt*

The countdown to this European premiere will begin two days in advance. On Thursday, September 8<sup>th</sup>, the airfield will be staked off and set up on the grounds of the *Urfahrner Markt*, where the necessary tests and preparations will be going on until the big event on Saturday. Once all the radio channels have been set up and the drones calibrated, it's time for test flights—first with individual quadcopters, then small formations, and finally the entire swarm. The general public is welcome to gather 'round the airfield for a close-up look at all the testing procedures. Infotrainers from the Ars Electronica Center will be on hand to offer insights to interested onlookers and bystanders of all ages. They'll present the quadcopters developed at the Ars Electronica Futurelab and go into the technical details of the hardware and software. And, of course, they'll provide an account of how it all began with these so-called SPAXELS, a portmanteau word derived from space pixels.

### Drone Lab in POSTCITY

Anyone whose appetite has been whetted by the European premiere of DRONE 100 and wants to learn more about unmanned aerial vehicles is encouraged to visit POSTCITY next to Linz's main train station. Speed demons and workhorses, photography drones and the illuminated Spaxels developed by the Futurelab's staff—throughout the Ars Electronica Festival, POSTCITY will be the site of an interesting and informative showcase. There'll be an account of the SPAXLES story and lots of exhibits, presentations and demonstrations providing authoritative insights into current and future applications of drone technology.

### Ars Electronica Festival 2016:

#### RADICAL ATOMS – and the alchemists of our time

What's emerging in the wake of self-driving cars and the Internet of Things? The 2016 Ars Electronica Festival focuses on our modern-day alchemists—a new generation of artists, hackers, do-it-yourself 3-D printers, genetic engineers and artificial intelligence researchers who are on the verge of changing our world. The trailblazing work that's bringing this about will be showcased at Ars Electronica in an extraordinary mix of formats. The main venue of these happenings will be—one last time—POSTCITY, the former Austrian Postal Service logistics facility at Linz's main train station. Other Festival locations are the Ars Electronica Center, the OK Center for Contemporary Art, CENTRAL cinema, Linz Art University, LENTOS Art Museum, St. Mary's Cathedral (*Mariendom*), the new Bruckner University and *Donaupark*, Linz's riverside park that's the place to go to witness the incredible spectacle of “DRONE 100 – Spaxels over Linz.”

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Ars Electronica SPAXELS: <http://www.aec.at/news/en/>

DRONE 100: <http://www.aec.at/futurelab/en/project/drone-100/>

Ars Electronica Futurelab: <http://www.aec.at/futurelab/en/>

2016 Ars Electronica Festival: <http://www.aec.at/radicalatoms/en/>