

HP Celebrates 75 Years Empowering Filmmaking Innovation and Creativity at Cannes Film Festival Monday, May 22, 2017 12:50:50 PM (GMT)

CANNES, FRANCE--(Marketwired - May 22, 2017) - Today, HP Inc. (NYSE: HPQ) celebrates more than seven decades of empowering filmmakers and creative visionaries at the Cannes Film Festival. At Cannes 2017, HP continues to reinvent its role at the creative crossroads of the world, partnering with a spectrum of innovators and artists.

With partners including entertainment giants [DreamWorks Animation](#) and [Technicolor](#), BAFTA award winning producer [Anant Singh](#), pioneers behind VR films [Giant](#) and [Tree](#) and many more, HP is adding a series of new events at Cannes that shine a spotlight on the reinvention of entertainment and art, and the role of technology to ignite personal storytelling. In addition, the company hosted its annual Masters of Short Film competition, reinforcing HP's commitment to inspire the artist in us all.

"Art comes in limitless forms and holds the power to inspire and connect. From legendary artists to emerging visionaries, creatives of all types have turned to the latest tools and mediums to express and provoke an emotional connection," said Antonio Lucio, Chief Marketing and Communications Officer, HP Inc. *"Films that tell great stories can provoke visceral reactions more than any other art form. As the innovation partner for the world's most creative people, we are reinventing technology experiences that unleash the creator and artist in each one of us."*

Innovation

Continuing to offer exceptional experiences creative professionals and amateurs want, with the style, quality and performance to bring their visions to life, HP is launching a new Premium PC portfolio at this year's festival. In addition, making its European debut, the [Cinema 4K Dreamcolor](#) display sets the gold standard for color accuracy while the latest [ZBook Mobile Workstations](#) provide creators the ability to visualize work in virtual reality, with 3D graphics and server-grade processing power.

HP president of EMEA [Nick Lazaridis](#), president of Personal Systems [Ron Coughlin](#), and president of Imaging and Printing [Enrique Lores](#), will share how the company's innovations in creative fields like film, design and art are empowering both award-winning artists and everyday creators to push boundaries.

Partnerships

HP has a long heritage of partnering with filmmakers and creative professionals to bring their visions to life in animation, 3D, visual effects and computer generated applications. In addition to being an end-to-end HP studio for more than 15 years, DreamWorks Animation is also a co-development partner, resulting in [industry-leading technological innovations](#). Kate Swanborg, senior vice president of Technology Communications and Strategic Alliances for DreamWorks Animation, will discuss the instrumental role that HP technology plays in the creation of the studio's animated feature films, and will also reveal behind-the-scenes content of how DreamWorks Animation movies are made.

Conversation

HP will host a series of panels and presentations featuring innovators who are breaking the mold on creativity and inclusion. [Marcie Jastrow](#), senior vice president of Immersive Media and Head of Technicolor Experience Center for Technicolor, VR filmmakers [Milica Zec and Winslow Porter](#), Prana Studios president and chief operating officer [Anish Mulani](#), HP chief technology officer [Shane Wall](#), and acclaimed contemporary artist POSE will talk about the future of digital creation and how to bring visually arresting art to life. A second panel on the importance of diversity and inclusion in filmmaking and advertising will be moderated by HP chief marketing and communications officer [Antonio Lucio](#) and will feature *Manto* director [Nandita Das](#) and commercial director [Crystal Moselle](#).

Collaboration

HP and Viacom 18 are co-producing [Manto](#), the true story of Saadat Hasan Manto, an Indo-Pakistani writer, playwright and author considered one of the greatest writers in South Asian history. Additionally, HP hosted the second annual Masters of Short Film competition. With Saadat Hasan Manto as their inspiration, the four final teams from Italy, India, France and the US screened their films in Cannes on May 20, 2017, with France's film *Valentin(e)* taking the top prize. Making its debut in Cannes this year, HP Studios' [The Wolf: Season 2](#) builds on the dramatic first season starring award-winning actor Christian Slater as a fictional

hacker targeting the healthcare industry's highly sensitive data records.

For 14 years, HP has been the technology partner of the Cannes Film Festival, powering the festival's press corps, protecting the intellectual property of its filmmakers, and creating its iconic, larger-than-life banners and building wraps. For more than 75 years, HP has been a close partner to the film and creative industry, with its first product -- the audio oscillator -- used to create Disney's *Fantasia*, the first commercial film with stereophonic sound.

For more information about HP's programs at the 2017 Cannes Film, visit [here](#). Join the conversation using #Cannes2017.

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

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Related Links:

[The Wolf, The Hunt Continues Film Poster](#)

[Manto - Photo by Aditya Varma](#)

[HP Homepage](#)

[HP Newsroom](#)

<https://www.youtube.com/watch?v=v7j4uGIZpgk>

https://youtu.be/FqibWHfn_Yc

<https://youtu.be/JhnUSQ-jEqs>

<https://youtu.be/NExnYHF2PCg>

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