



THE CHASE

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY

Country: UK

Running Time: 1m 45s

Director: Smith & Foulkes

Producer: Tracey Cooper

Production Company: Nexus Productions

Short Synopsis: Nexus directors, Smith & Foulkes, have created a dynamic new spot for Venables and Bell and Intel's incredible new Core i5 processor.

Long Synopsis: Nexus directors, Smith & Foulkes, have created a dynamic new spot for Venables and Bell and Intel's incredible new Core i5 processor - a breakneck, all-action chase scene which is the perfect showcase for the new processor's amazing capacity. Using a dynamic mix of live action and animation, Smith & Foulkes used every trick in the action movie book and got some hot insider tips from their DOP, Oliver Wood, of Bourne trilogy fame, to create this thrilling spot. Stopping short, however, of exploding a car on the streets of Prague, Adam and Alan instead opted to bring the full force of their animation directing expertise to the piece, with the action taking place in a series of software windows which open at full pelt. The result is a fantastically clever illustration of the Intel processor working at maximum capacity, as we career through the film following the heroine's frantic dash through a myriad of windows in her bid to outwit the baddies - Youtube, Flickr, Google - all play their part in showing just what the Core i5 can do.

www.nexusproductions.com

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