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CAMPAIGN: INTEL TECH LEARNING LAB
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The future classroom is one that will incorporate powerful technology and allow educators and students to use more media for learning through storytelling.

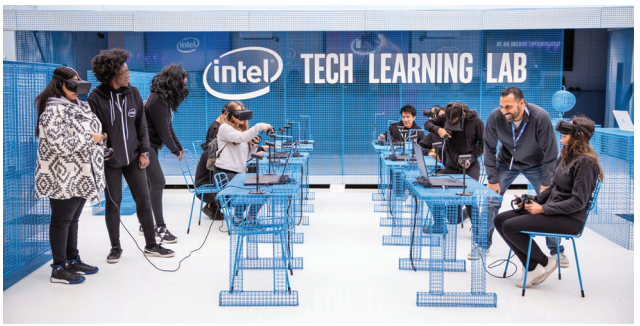
Intel, which has an ongoing commitment to solving the world's biggest challenges, including those in education, wants to help teachers improve student learning outcomes and prepare students for the demands of the future workforce.

So Intel developed the Intel Tech Learning Lab – a revolutionary mobile classroom – and took some of the most innovative educational technology platforms to schools across the country.

Built from a container system that unboxes into an activation, Intel's Tech Learning Lab was the world's most groundbreaking mobile classroom. The Lab opened onto a modular 44'x60' footprint. The main 40' container unit housed nine virtual reality (VR) stations. Two 8'x8' auxiliary pods – representing the look of the future classroom – contained two additional VR stations. Finally, an external classroom section contained six more VR stations.

All of the Lab's features were powered by Intel technology to demonstrate how student outcomes can improve with the use of modern technology in the classroom. In addition to the 17 VR stations, these technologies included powerful PCs, augmented reality (AR) and Internet of Things (IoT) smart whiteboards.

To give the impression of a current, ghost-like classroom being transformed into a classroom of the future where the basic structure of the classroom will be obsolete, the Tech Learning Lab was designed from a blue metal mesh. This blue mesh was featured on all of the structural elements, from the truck and container exteriors to the future classroom structures (auxiliary pods) to the exterior desks, along with the lockers and globes that were created within the environment.



The Intel Tech Learning Lab traveled more than 13,000 miles and made 16 major stops at schools, museums and select events in seven states.

While eight (8) groundbreaking educational VR experiences were offered at the 17 VR stations in the Intel Tech Learning Lab, Intel sought to further the future-facing educational experience with immersive hands-on workshops taught by Intel education leaders and partners.

From writing code to flying drones; to using virtual reality to conduct chemistry experiments, dissect a frog and take a "field trip" to the Smithsonian; to working with facial recognition software to develop design thinking skills, the Intel Tech Learning Lab touched all aspects of the STEM curriculum.

Said Alyson Griffin, Intel's Vice President of Global Brand Marketing, "We're showing that there's a new way to teach. We've been working with educators, superintendents and school districts on how they're teaching and what's getting through to students and, from those conversations, we created this curriculum."

The Intel Tech Learning Lab successfully showed educators it's not about having the most expensive technology in the classroom, but about effectively applying technology across all areas of the curriculum. More than 3,500 participants experienced first-hand, while millions more learned via video and the media, how powerful educational technologies utilized across all areas of instruction will better prepare students for the future.