



**Hewlett Packard
Enterprise**

WALT DISNEY STUDIOS' STUDIO LAB

Disney Studio Lab Partnership Overview

About the Partnership

HPE has a long history of collaborating with Disney, to enhance guest experiences in the Parks and Resorts. HPE is also the founding partner of Disney Studio's StudioLAB, built to enable next-generation storytelling through emerging technology. Most recently, HPE applied AI, deep learning, and high-performance computing to explore advances in the filmmaking process to enable more immersive experiences.

The Disney Studio's StudioLAB is where technologists, and filmmakers can share and experiment with a treasure trove of emerging technologies—virtual reality, artificial intelligence, mixed reality, drones, and more. As a partner, HPE is always looking to support filmmakers with the right technology so that they can continue to elevate their productions and deliver exceptional, captivating experiences for viewers.

Key Partnership Terms

Designation: Official Server of StudioLAB at Walt Disney Studios

Territory: US

Assets include: Content for HPE storytelling [case studies, testimonials, and quotes], customer experiences at StudioLAB [upon re-opening]

Powerful Assets You Can Leverage

HPE businesses have unique opportunities to leverage the Disney partnership to advance business objectives, including:

- Disney StudioLAB supports HPE enterprise businesses by offering speaking opportunities, case studies, testimonials, and quotes for HPE customer acquisition efforts.

Reference Materials

Leverage HPE's partnership with Disney StudioLAB to support your sales or marketing initiatives by utilizing pre-approved content.



HPE solutions are advancing Disney's filmmaking process and bringing connected, immersive experiences to park guests

Download the Case Study

How AI makes Disney Magic Happen

Watch the Video

Read the Customer Story

Accelerating filming innovation

Approvals

As a rule, all marketing, promotional and sales materials (both internal and public facing) that mention HPE's relationship with a partner need to be reviewed and approved by HPE and the partner, including any textual or visual references. It is important to start your process as early as possible and to work closely with the GSA team starting with concept development through the approvals process. For more information, contact us at sponsorshipassets@hpe.com.