

DELL AND VOOT PARTNER TO PRESENT DELL XPS YOUNIVERSE CREATORS

A unique series that brings several creative mavericks under one roof to design multiple masterpieces. All episodes to stream exclusively on Voot. Dell XPS Youniverse Creators will be hosted by musician and actor Monica Dogra.

Dell Technologies and Voot, the subscription video on demand and OTT streaming service owned by Viacom 18 are coming together to launch Dell XPS Youniverse Creators. The show will focus on creators, who excel in various art forms, coming together in a Creative Residency to collaborate and create masterpieces using the Dell XPS. The aim of the series is to propel the youth to introspect about what inspires them by capturing a creator's journey of diving deep into their creations and themselves.

The show will revolve around 10 artists from

different worlds who come together to create five masterpieces. The format of the show is such that in each episode two creators will collaborate and merge their creative templates to co-create a masterpiece. The participants will work on their creation using the Dell XPS laptop, which is any creator's dream laptop.

Chanpreet Arora; Head - AVOD (Voot), Viacom18 Digital Ventures said, "At Voot we strive to ink partnerships with brands that share our vision. Dell XPS Youniverse Creators is a category disruptive format that aims to inspire the creative industry at large. The concept to propel young minds to get inspired by creators and their journey sets the show apart from others, creating a one-of-its-kind experience for our users. We are excited about this collaboration with Dell and look

forward to bringing more such creative content to Voot."

Mayuri Saikia, Marketing Director (Consumer), Dell Technologies said, "Dell has a great lineup of XPS laptops which are future facing and especially designed for the young creators. Light but mighty, these sleek machines made from premium material, have a 4-sided InfinityEdge Display with 100% Adobe RGB color gamut for an immersive screen experience, higher battery life and powered by the latest 11th Gen Intel core processors which propel

creation." She further added, "This Youniverse campaign with Voot is a 5-episodic ode to the creators, shows how Dell XPS has been a clear partner when the ideas are taking shape. It's a deep dive into their youniverse or process of creating before the eureka of a big creation. Reaching the young, creative, aspiring minds who are inspired by a mix of content was important to us. Which is why we always have a strong social leg. Our products are clear enablers in this journey and celebrate their process."

The series will feature creators from a plethora of backgrounds - art, photography, music, filmmaking and dance to name a few - Award winning chef Amninder Sahu, documentary photographer Hashim Badani, Graffiti Artist Hanif Kureshi, spatial artist Asim Waqif, Stylist and content creator

Kayaan Contractor, spoken word poet Priya Malik, Theatrical pianist Sahil Vasudeva, animator Sidhant Gandhi, Actor & movement practitioner Faria Abdullah and visual artist Vimal Chandran.

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ABOUT DELL:

Dell Technologies helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's

broadest and most innovative technology.

ABOUT VOOT:

VOOT is India's leading digital video-on-demand streaming service from the house of Viacom18. With a content library of more than 80,000+ hours across Viacom18's network content, exclusive content around network shows and VOOT Originals, caters to varying needs of discerning audiences across segments.

ABOUT VIACOM18:

Viacom18 Media Pvt. Ltd. is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. A joint venture of Network18, which owns 51%, and ViacomCBS, with a 49% stake. ■

