

Honda Brings the “Power of Dreams Experience” to Sundance Film Festival 2011

- Live demonstrations of ASIMO humanoid robot taking place in Park City -

For the first time, [Honda](#) is creating a “Power of Dreams Experience” exhibit at the 2011 Sundance Film Festival. The interactive venue will showcase unique Honda products highlighting innovation, environmental leadership and advanced technology. Festival attendees and local residents will have the opportunity to visit the “Honda Power of Dreams Experience” for six days, Fri., Jan. 21, through Wed., Jan. 26, from 10 a.m. to 5 p.m. at 268 Main Street, Park City, Utah. The venue is open to the public free of charge.

The “Honda Power of Dreams Experience” will feature live 10-minute demonstrations of the world’s most advanced humanoid robot, [ASIMO](#) (Advanced Step in Innovative Mobility). Designed to someday assist people in their homes, ASIMO is the culmination of more than two decades of research and development by Honda engineers. ASIMO demonstrations will take place hourly starting at 10 a.m. and ending at 4 p.m.

Other Honda products on display inside Honda’s Main Street location include the Honda [FCX Clarity](#), the world’s most advanced fuel cell electric vehicle; a cutaway of the Honda [CR-Z Sport Hybrid](#), the first hybrid with a 6-speed manual transmission; a 12-foot scale model of the [HondaJet](#), Honda’s first advanced light business jet; and Honda motorcycle products, including a Honda [Gold Wing](#) with the industry’s first motorcycle airbag, a Honda [CBR250R](#) entry-level motorcycle, a Honda [PCX](#) mid-size scooter and an interactive motorcycle rider safety and training simulator.

In the exhibit, Honda will also premiere “The Undying Dream,” the eighth and newest film in its popular [“DREAM THE IMPOSSIBLE” Documentary Series](#). “The Undying Dream” features Big Wave professional surfer Laird Hamilton, along with motorcycle racers and Honda associates (employees) sharing stories about what happens when a dream takes hold of you and drives you to succeed. “The Undying Dream” was directed by Sundance Film Festival two-time Grand Jury Prize Winner, Ondi Timoner (*Cool It, We Live in Public, Join Us, Dig!*). The film will screen at the Honda Power of Dreams venue every hour on the half hour.

Honda has been a supporter of the Sundance Institute and an official sponsor of the Sundance Film Festival for three years. Honda is also the exclusive sponsor of

Sundance Channel's "*Interview*" program at the Honda Power of Dreams Studio at the Sundance Film Festival. This program will feature talent from the 2011 Sundance Film Festival selections and will run on Sundance Channel, online and via Video on Demand.

In addition, Honda is sponsoring a Sundance Institute video vignette that highlights the work of the Sundance Institute Labs in supporting independent filmmaking. The vignette will premiere at an official Dramatic Competition film premiere during the opening weekend of Sundance and will rotate prior to every Dramatic Film screening at the Sundance Film Festival. The vignette also will run on Sundance Channel, online and via Video on Demand.