

# MEET THE SHORTLIST FOR:

## MOST INNOVATIVE SPORTS PARTNERSHIP

**AVID,  
EUROPEAN  
CHAMPIONSHIPS  
GLASGOW 2018**

As the European Championships Official Broadcast Graphics Supporter, Avid was responsible for giving stakeholders the tools/capabilities to bring the event to life for people watching at home. Powered by MediaCentral, Avid's Maestro | Designer graphics platform offered consistent 3D design, focussing on speed, innovation and visual storytelling.



**GENIUS  
SPORTS,  
PGA TOUR**

The PGA TOUR is responsible for protecting and maintaining the integrity of more than 140 annual golf competitions across six global Tours. In September 2017 the PGA launched a landmark Integrity Program in partnership with Genius Sports. Through a specialized integrity audit, 24/7 bet monitoring technology and a customized e-Learning module, Genius Sports has played a pivotal role in supporting each step of this leading strategy.



**HARLEQUINS,  
ADIDAS,  
FLASH CHARITY  
JERSEY**

Adidas and Harlequins launched a shirt which uses built-in technology to enable the jersey to 'come alive' when photographed with a flash. The color reflective technology is exposed to vibrant light and the Harlequins colors are revealed from within the jersey!

[SEE PRODUCT VIDEO](#)



**IBM ASPERA,  
FOX SPORTS,  
WORLD CUP  
2018**

The 2018 FIFA World Cup was the largest production in FOX's history in terms of personnel, hours and scale. The focus was on enhancing the tournament coverage and streamlining production, and reducing costs. From speed and efficiency benefits, to multimillion-dollar savings, the result was a revolutionary achievement that put viewers at the centre of the action.



**INTEL,  
LALIGA**

Intel and LaLiga partner to bring LaLiga fans innovative ways to experience their favorite teams through immersive media. LaLiga was the first European sports league to permanently install Intel® True View into stadiums. Now in the fourth season of partnership, four additional LaLiga stadiums have been outfitted with Intel® True View technology.



**MITEL, MAJOR  
LEAGUE  
BASEBALL**

In 2018 Mitel teamed up with Major League Baseball to improve communications technology on and off the field. Mitel is a global leader in business communications, with the ability to deliver high-performance communications solutions to high-performance organizations, powering more than two billion connections each day.

