

WINNER

MOST INNOVATIVE SPORTS PARTNERSHIP

INTEL AND 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.

Here's what the judges said:

This entry is really stretching the match analysis to a whole new level with truly incredible technology. Advancing the immersive audience experience is key to the future sports viewing market and is the next great media revolution. These are big brands and the budgets needed to implement this are huge but in terms of innovation, this shifts the bar of what is possible.

Register your interest for 2020

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