

APADMI AND SAILGP APP

SailGP is a new global sports championship and is redefining the sport of sailing. The challenge was to create and build an app that matches the ambition of SailGP and redefines the role of apps in sport. The app had to broaden the fan base and make the sport compelling and easier to understand to a wider audience. The SailGP app proves that never-before used technology is possible, stable and scalable. It delivers a world-first, second-screen experience to a global audience, utilising 1,200 data points to display race information as it happens. It combines Oracle, award-winning LiveLine FX technology for impactful on-screen graphics, and Tata technology to ensure the lowest possible latency – meaning that whatever sailing fans see with the naked eye, they also see on the device, as close to real-time as possible. It was designed to be customisable with three modes, ensuring that it appeals to established sailing fans as well as the brand-new audience of people that SailGP is attracting. Launched in 2019, the SailGP app puts sailing fans in control and brings them closer to the sport than ever before.



MANCHESTER UNITED FC: MATCH CENTRE

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through its 141-year heritage it has won 66 trophies, enabling the club to develop the world's leading sports brand and a global community of 1.1 billion fans and followers. Aiming to deliver a new D2C app and re-engineered global website to connect fans, partners, players and the club, the app's lead feature, "Match Centre" makes innovative use of live performance data for fans to follow the game, providing an unrivalled second screen matchday experience. So far it has exceeded all KPI expectations. It has "Re-imagined Business in Digital" for the club. "Match Centre", a key part of the Manchester United Official App, contextualises Opta's vast wealth of data, bringing to life and repackaging something that is often viewed as boring or incomprehensible, into an exciting, insightful and digestible way to follow the game as it develops. This truly unique feature allows fans to follow the ebb and flow of the game live, providing an unrivalled second screen matchday experience.



PADDLE LOGGER: WATER SPORTS MOBILE APP

Paddle Logger is the marketing leading mobile App for Watersports and has developed a frictionless user experience for watersports tracking. With the press of 1 button, you get Health and Fitness tracking of your journey including route map, data analytics, etc.; completion of your Health Rings; instantly become a more responsible paddler and be safer on the water. 1 button. Which means while we handle all of the above, you only need to do one thing - enjoy your time on the water. This enables users to become better paddlers safe in the knowledge that their device is safe, their data is being recorded and they have a digital land anchor should something go wrong. Currently Paddle Logger has a global user base in 80+ countries and support a community of SUPers, Kayakers, Rowers, Outrigger Canoers, Dragon Boaters and Sailors! The list is constantly growing. We are a free service with a paid subscription to unlock its full feature set.



PADDLE
LOGGER

RACEFOX RUN: DIGITAL COACHING

Racefox is the world's first digital running coach that provides real-time audio feedback and personalized training plans, helping runners identify the potential for injury and improve their race times. Racefox captures heart rate and accelerometer data using artificial intelligence algorithms and analyses it in the Racefox app, then creates custom training plans based on each runner's specific strengths, weaknesses and race goals. Racefox creates optimized training sessions based on runners' movement data. It focuses on the best potential for improvement during the exercise. Racefox also creates dynamic training plans based on one's development progress. Runners receive audio feedback as they train, ensuring they get immediate feedback to help prevent injury and improve technique. Racefox Run is a mobile app designed to work with a Racefox heart rate monitor or other compatible heart rate monitors like the Polar H10. It provides real-time audio coaching to improve running technique and performance and reduce injury.



SPOND: GRASSROOTS SPORTS ORGANIZATION

Spond is a free platform, including apps and a website, with a clear mission, to make the organization of grassroots sport as easy as humanly possible, so coaches, children and their families can spend more time doing what they love. The platform is designed to deliver all the best bits of participating and nothing else. It saves organizers hours every week, ensures attendances, manages communications and collects money. Coaches spend hours on admin before they even arrive at the pitch and once there have to deal with players not showing up and people not paying subs. At Spond, we've developed a platform that supports grassroots coaches in the organization, communication and management of their team. Launched in Norway in 2016, Spond now has over 600,000 monthly active users globally and 2 million events are created on the platform each year.



TCS NYC MARATHON: OFFICIAL RACE APP

The TCS New York City Marathon App, is powered by Tata Consultancy Services (TCS) a global technology services, consulting and business solutions organization. This app is the go-to resource during race week, offering features like mile-by-mile tracking, spectator guides and digital cheer cards. This year's app featured a new augmented reality feature that unlocked surprise-and-delight experiences, including AR capabilities where runners could unlock messages on their race bib from 2017 winner, Shalane Flanagan. Mile-by-Mile Tracking where spectators could track family, friends, pro athletes, and celebrities at each mile. Optimized Spectator Guides which helped fans create an itinerary with estimated times of arrival, transportation directions and recommended viewing locations, so they could see their tracked runners on course. Cheer Cards Presented by Biofreeze which enabled fans to create personalized cheer cards that were sharable on social media and posted on screens along the course for runners to see. Live Pro Athlete Leader Board which tracked race-day leaders in real time, as well as see bios, records and images of professional athletes. This year's app downloaded 490,000+ times, the most for any race app.

