

## BT SPORT: ULTIMATE SPORTS EXPERIENCE

This season has seen the launch of BT Sport Ultimate, which provides viewers with the very best viewing experience possible on the platforms and devices they use to watch BT Sport. Depending on the platform, it delivers pictures and sound in ultra-high-definition (UHD), high dynamic range (HDR) and Dolby Atmos sound. Recognising the increasing use of mobiles to watch live sport, HDR transforms the sports viewing experience on mobile devices, maximising the colour and definition capabilities of smartphones and tablets. BT Sport is the first broadcaster in Europe to offer live programming all year round in 4K UHD with HDR, which enables the highest quality TV pictures ever seen outside of cinemas, providing colours that are closer to how we see them in real life. BT Sport will show up to 70 live events in HDR this season, including the UEFA Champions League, Premier League and more.



## GENIUS SPORTS: GENIUSLIVE STREAMING

GeniusLive is a video solution that automates every step of streaming, production and OTT. It also enables leagues and federations to integrate their live and on-demand video content with performance analysis, fan engagement and other tools.

To engage the modern fan, sports have to publish low latency, HD streams and highlights across multiple platforms but for leagues beyond the top tier, the costs of expensive hardware, production and personnel have been immovable barriers to OTT entry. A lack of cost-effective streaming technology has created an imbalanced model where only the largest rights holders can showcase their sport to a global audience and those beyond the top tier are prevented from building one. GeniusLive is an end-to-end solution that automates every step of streaming, production and OTT, providing a platform and commercial lifeline for sports of all sizes. As hardware-agnostic software, GeniusLive can power any camera system including smartphones. Its unique AI and computer-vision capabilities removes the costs of hardware, production and camera personnel, providing live and on-demand video content to transform how they drive revenue, engage fans and expand their audience.



## INTEL AND MANCHESTER CITY FC: PUT FANS ON THE PITCH

Intel True View delivers an immersive viewing experience to Manchester City fans wherever they may be watching via broadcast, digital or mobile, letting them view the matches' biggest moments from unique perspectives not offered by traditional cameras. Launching on September 19th, 2019, the all-new True View immersive highlights available exclusively in the Manchester City mobile app goes even further by giving the power to the fan to choose the perspective they want to view rather than a broadcaster or producer. As sports consumption transitions to streaming via digital devices and fans expect content long after the final whistle, the True View immersive highlights experience has an opportunity to create deeper engagements between Manchester City and their fans. For fans, the immersive highlights delivers a unique experience, giving them the control and ability to view a key moment of the match from multiple player's perspectives like they are reliving the play from the pitch.



## LIFEFUELS: SMART NUTRITION SYSTEM

LifeFuels has designed the first smart nutrition system. The three-part system includes: a sleek, smart bottle made from anodized aluminium and BPA-free plastics, multi-serve beverage concentrates called FuelPods, and an app (available on iOS and Android) that tracks both hydration and nutrition intake. The FuelPods are packed with functional ingredients (including electrolytes, antioxidants, and natural energy) and are available in a variety of flavours (including peach, blackberry acai and lemon-lime). With the touch of a button or a swipe in the app, users dispense the FuelPod(s) of their choice, adjust the taste and strength, and sip while the app tracks their water intake and reminds them to stay hydrated. The LifeFuels Bottle connects via Bluetooth to the LifeFuels App, which tracks and stores a wealth of data including: the amount of water currently in the bottle, the levels remaining in the FuelPods, the user's daily, weekly, and monthly hydration and nutrition intake, and custom beverages the user enjoys.



## NIELSEN SPORTS: NIELSEN FAN INSIGHTS 2019

As the number of entertainment options and media platforms continues to grow, consistently attracting and engaging fans is becoming increasingly challenging. The sports ecosystem often relies on subjective perceptions about fans, rights holders and brands instead of hard data to effectively analyse the relationship between fans and sponsorship. At Nielsen Sports, we're changing the game by delivering integrated fan, brand and consumer behaviour data to provide the complete market view. Nielsen Fan Insights brings together a unique combination of data sources into a single, connected platform, providing rights holders, brands and event organizers a comprehensive view into sports fans' interests, media consumption behaviour, brand attitudes and purchasing habits, as well as how this impacts sponsorship decisions. Nielsen Fan Insights makes it easier for researchers, sponsorship managers and event organizers to quickly access and view on-demand analytics to understand what makes fans tick - their media consumption patterns, demographics, brand affinity and purchase habits.



## TEQBALL: SMART V2 TABLE

At Teqball, we believe that sometimes less is more. Using the simplest idea of a curved table, its Hungarian-based team has created a new football-based sport that can be played anytime and anywhere, indoor and outdoor. The Teqball SMART table is an innovative foldable version of the original Teqball ONE table. This pioneering piece of sports equipment is the key to the creation of the world's fastest-growing sport: teqball. Teqball can be enjoyed all over the world regardless of age, gender or sporting experience. At Teqball, it has a saying: Creators are often dreamers and we dream of a future in which teqball will be an Olympic sport.



## WATTBIKE: ATOMX SMART BIKE

Wattbike has been the choice of champions since 2008 and is today the go-to brand for indoor cycling solutions for health and fitness, the military, hospitality, schools, and universities, committed home trainers, and medical and rehabilitation facilities across the globe. Never standing still, Wattbike has redefined indoor cycling in 2019 with the launch of the AtomX - the industry's most advanced smart bike. Building on the success of the Wattbike Atom, the very first smart bike for the home, the Wattbike AtomX offers a realistic indoor cycling experience for the commercial space with its premium electromagnetic resistance and 22 gears. Integrated digital shifters allow riders to control the training mode, change gear or resistance, and switch between screen views on the Performance Touchscreen without taking their hands off the handlebars. Riders can also set their own target watts, and the ergo mode alters the resistance automatically to maintain the selected power output. The new climb simulator features automated gradient mapping so riders can tackle famous climbs including Alpe d'Huez and Monte Grappa. The AtomX is the fitness solution for every need, for any level, and for every goal. This is indoor cycling. Redefined.

