AO | Infosys
OFFICIAL DIGITAL INNOVATION PARTNER

FOREHAND - 89%
BACKHAND - 11%

BOUNCE HEIGHT

147.6 MPH

#NEXT NEVER STOPS

EXPERIENCE THE NEXT AT AO21

AI TRAINING

COURT VISION

It's been a tough year for tennis, and AO 21 marks a new beginning. In some ways, it's the return to tennis as we know it, but also a new kind of tennis. It's made of moments and experiences beyond game, set and match.

These moments, these experiences, represent our desire to keep going even when times are tough. When the old ways don't work, we find new ways. New normals that become mainstays with the next way to play, watch and engage. From immersion to passion, from experience to brilliance, **#NextNeverStops.**
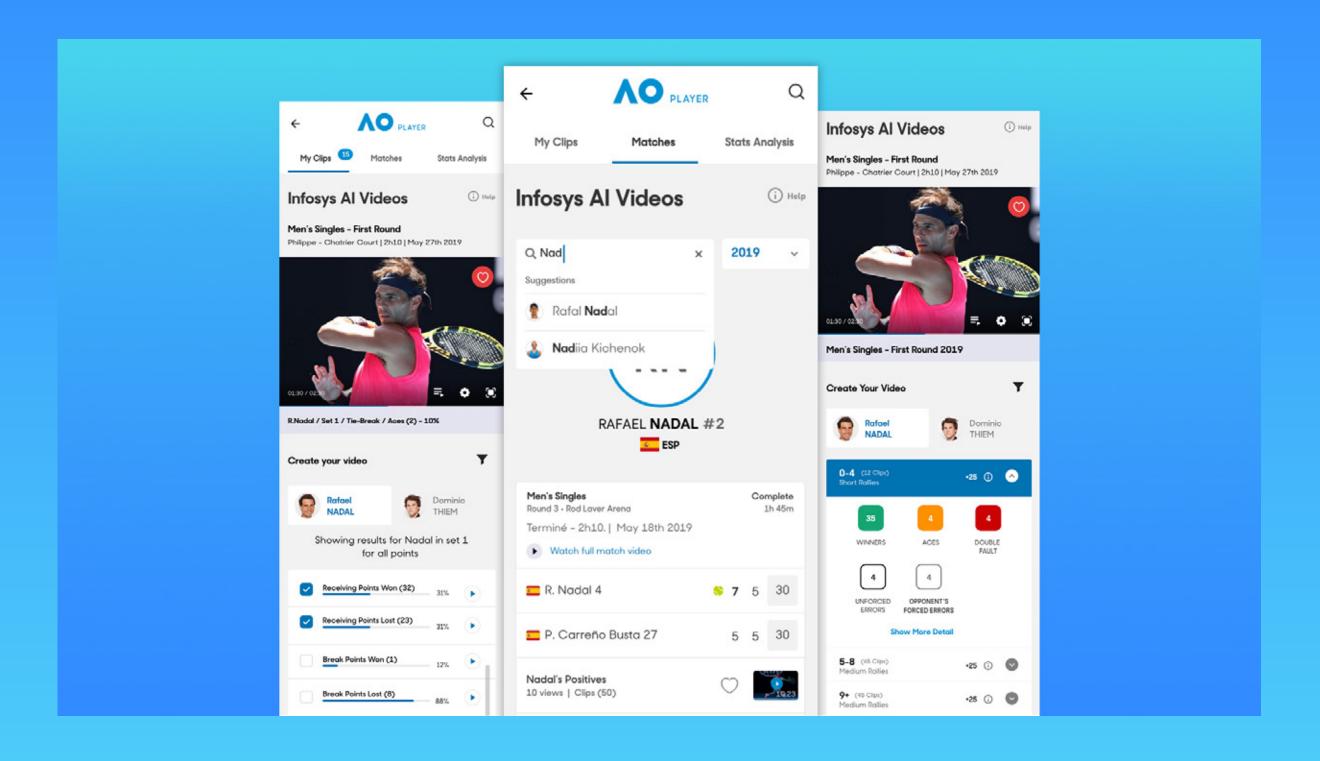
THE BRILLIANCE NEVER STOPS

Not stopping means finding a new path to victory. One that is made with a new intelligence. Infosys is serving an advantage for players with AI Videos, and serving all the glory for fans with AI Shot of the Day.
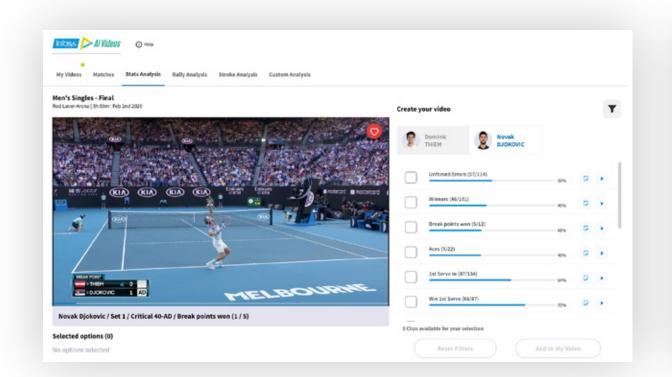
EXPLORE >

REQUEST A DEMO >

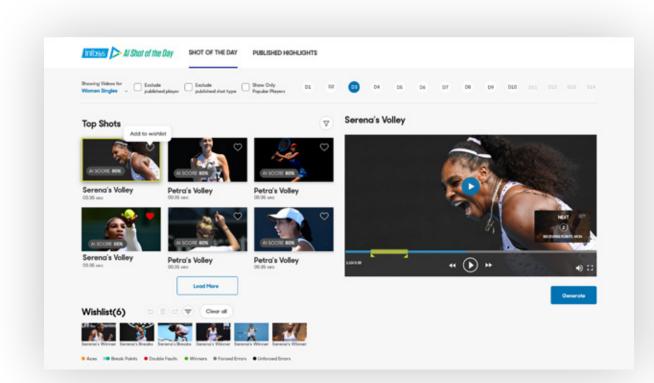# ARTIFICIAL INTELLIGENCE FOR REAL BREAKTHROUGHS

In the dedicated AO player and coach app, the AI Video Analysis feature brings new intelligence to the hands of all players and their teams. The AI tool allows precise player and opponent assessment, be it the technique behind winning backhand drop shots or handling volley shots in long rallies. With many players' full teams unable to attend the tournament, this feature allows coaches to provide guidance remotely.

For the AO media team, AI Shot of the Day uses machine learning to rapidly identify match highlights, using multiple data points that are objective (such as fastest serve) and subjective (player emotion, crowd reaction and cruciality of the shot in context to the match).
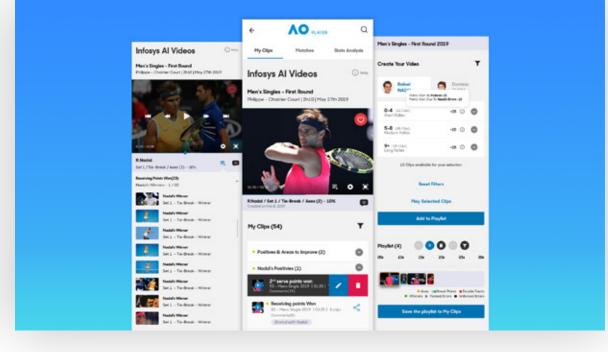

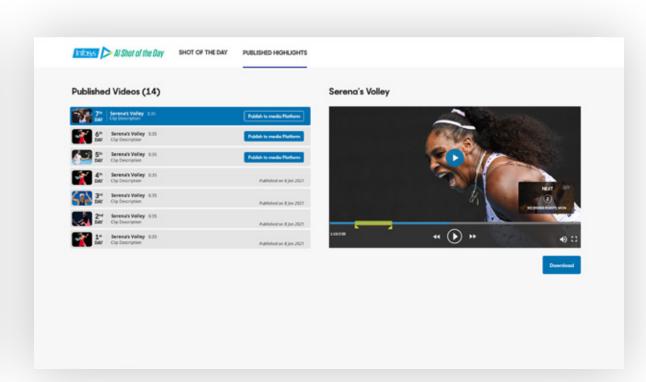**AI Videos for Players**
Strategy and analysis by area of play

Available on the AO Players App
Enabling virtual training and coaching

AI Shot of the Day
Picking one moment from thousands
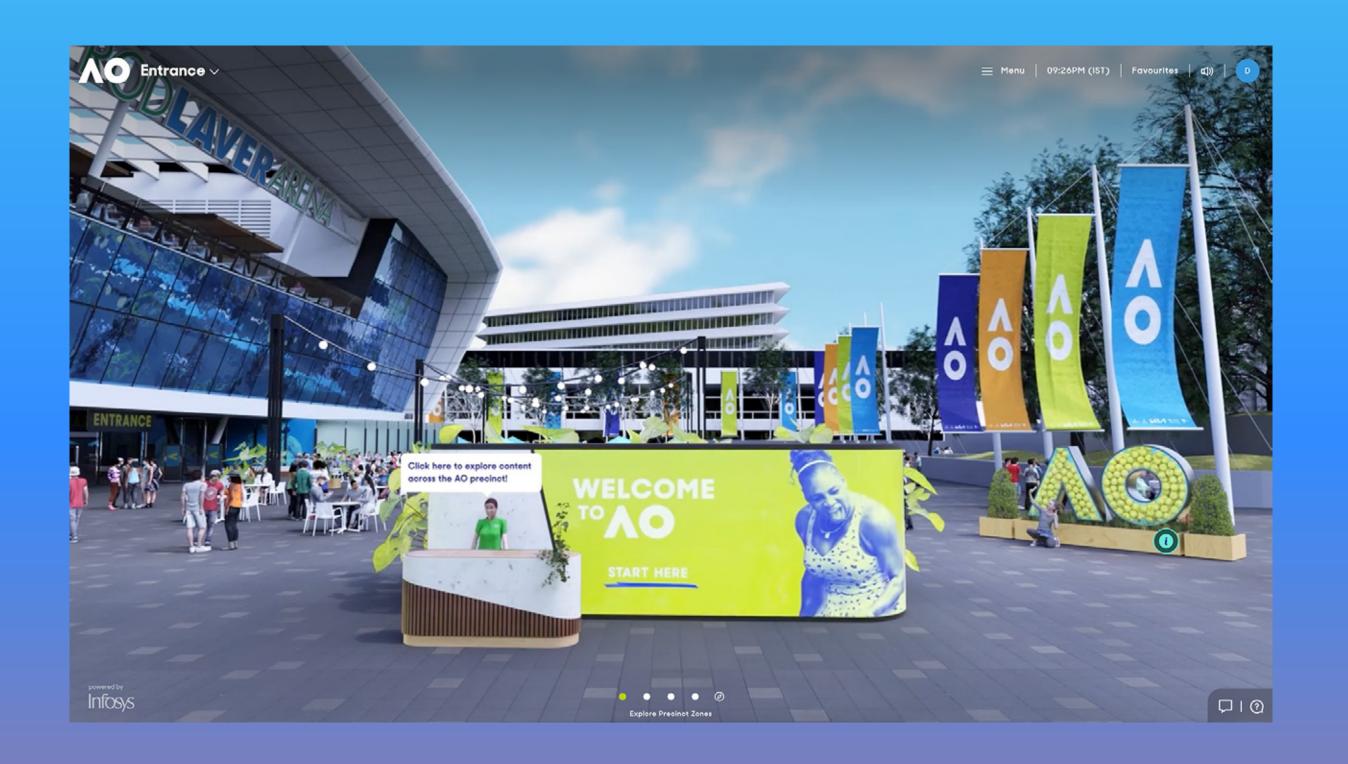

Serving AI Highlights
Ready to publish 2 minutes after the match

THE EXPERIENCE NEVER STOPS

Not stopping means building a whole new world. One that takes us places when we can't go places. Infosys Virtual Hub recreates the sights and sounds of Melbourne Park to reinvent the remote experience from court to concert.

EXPLORE >   **REQUEST A DEMO >**

SHAPING THE TRULY PHYGITAL NORMAL

This year, Melbourne Park won't be accessible to international guests. To take the Open wherever they are, a 3D AO Virtual Hub has been developed to overcome physical restrictions for partners and sponsors, who are integral to the AO business model.

Powered by Infosys Meridian, the Virtual Hub is a premium experience for partners to access exclusive events, behind the scenes tours, tennis clinics, legend interactions, master chef sessions, live performances, 360 match viewing and more. It is expected to host over 12,000 VIPs across the globe during the tournament.
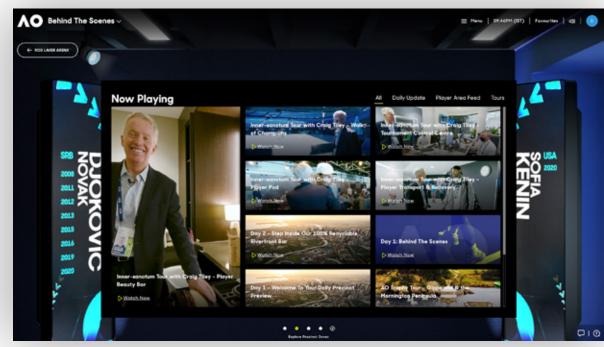

Rod Laver Courtside
360° match broadcasts and press room

Behind the Scenes
Exclusive content and virtual tours

AO Live Stage
Concerts with backstage access

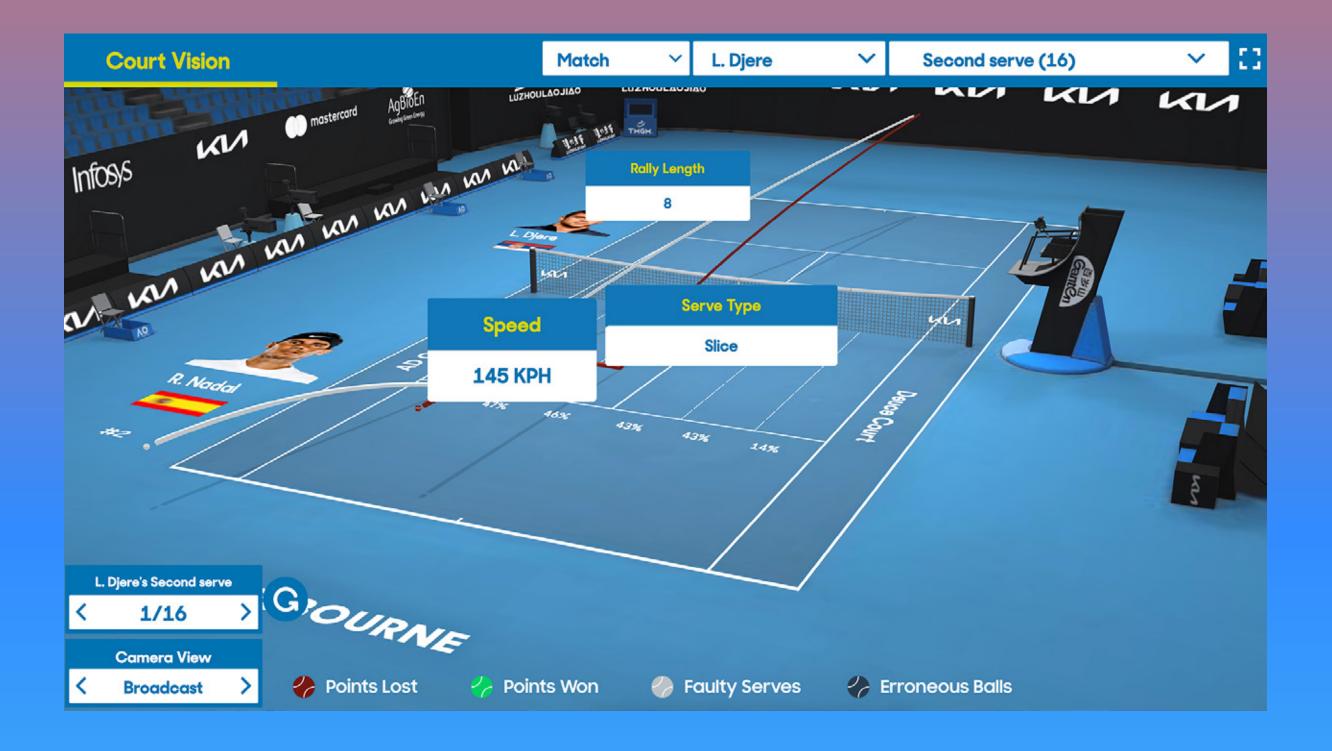**Around the Precinct**
Virtual shopping and culinary classes

THE IMMERSION NEVER STOPS

Not stopping is immersing oneself even deeper into game, set, match. Finding new perspectives in new dimensions. The 3D Match Centre brings fans closer to courtside with the best views of the game: made with live data and insight.

EXPLORE >

VISIT MATCH CENTRE >

VISIT 3D MATCH CENTRE >

Court Vision

Match | L. Djere | Second serve (16)

Rally Length
8

Speed
145 KPH

Serve Type
Slice

L. Djere's Second serve
< 1/16 >

Camera View
< Broadcast >

● Points Lost   ● Points Won   ● Faulty Serves   ● Erroneous Balls
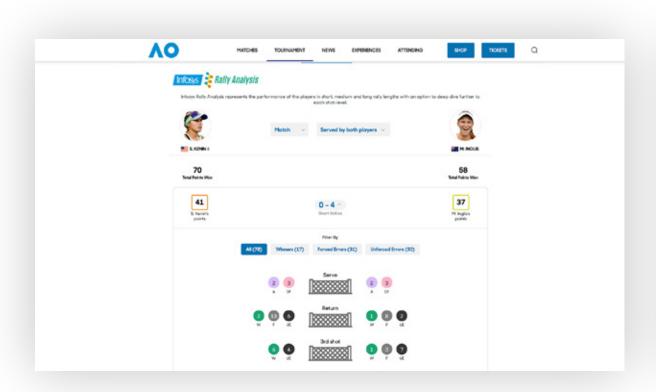
A NEW DATA DIMENSION ARRIVES

At Australian Open 21, fans will see live action and live stats uniting into one unprecedented visual experience. Overlaying statistics onto the court with ball trajectories and multiple viewing angles, each point is now analysed in motion.

3D Court Vision allows individuals to watch tournament matches in an animated form, with data overlay for each shot. From speed to spin to serve placement, every detail of the game is available at a click of a button. Fans also have live insight in the form of the Infosys Match Centre that has become integral to the Australian Open web experience.
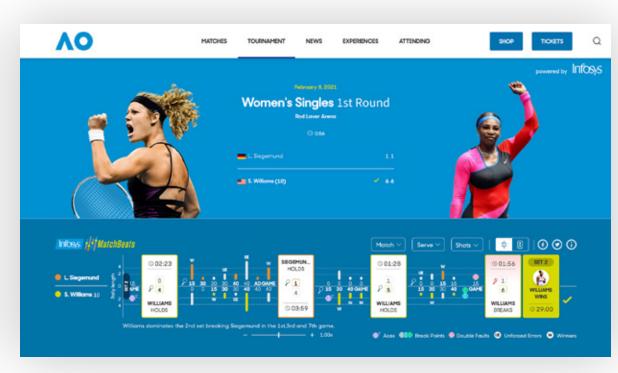

3D CourtVision
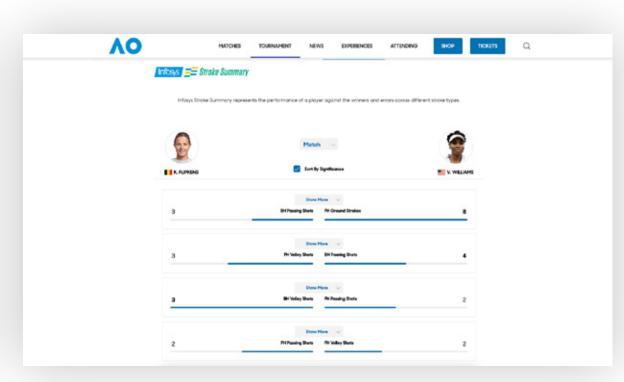360° views with contextual statistics

MatchBeats
Streaming point-by-point live analysis

Rally Analysis
Performance at different shot lengths
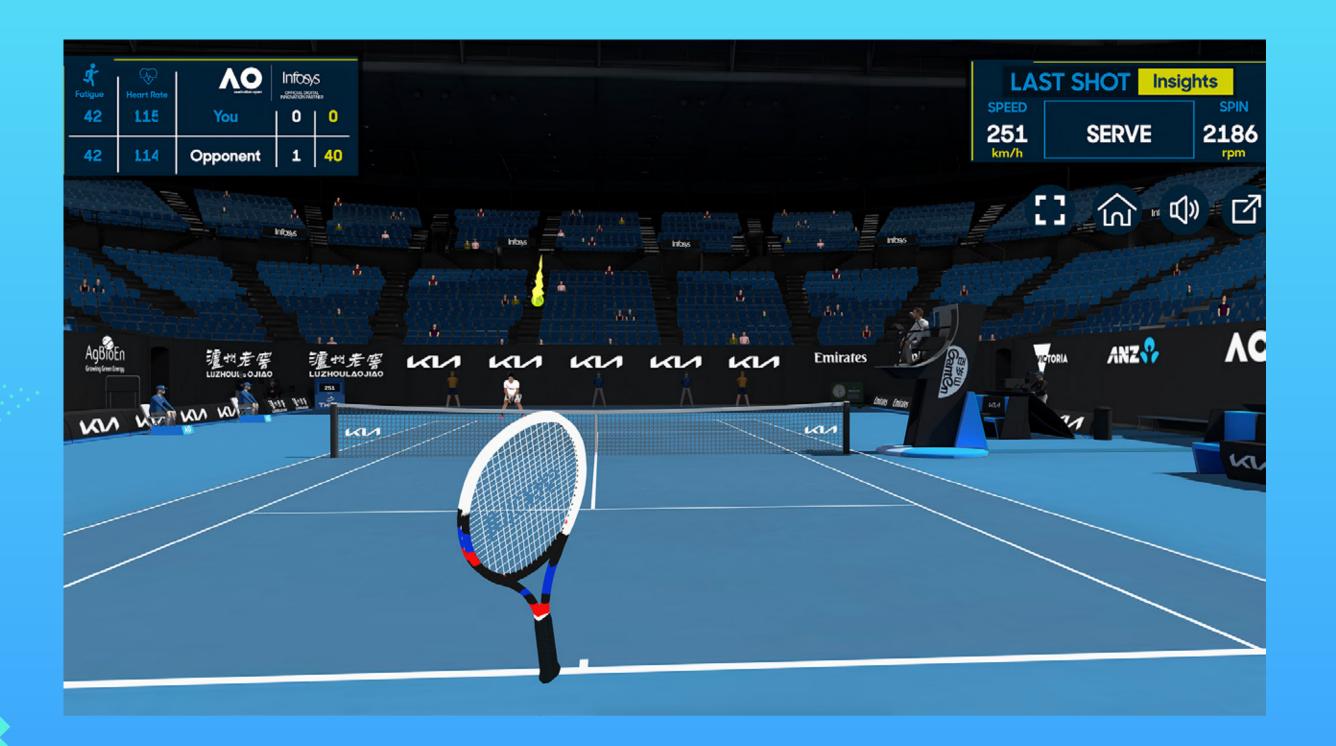

Stroke Summary
Shot-by-shot match influence

THE PASSION NEVER STOPS

Not stopping is to be game every moment. To find a way to be everywhere, from anywhere. Whether it's tapping into Rod Laver or stepping into it like a star, the Fan App and the Virtual AO Game are made for fans to ace it all.

EXPLORE >　　**PLAY AO VIRTUAL SLAM >**

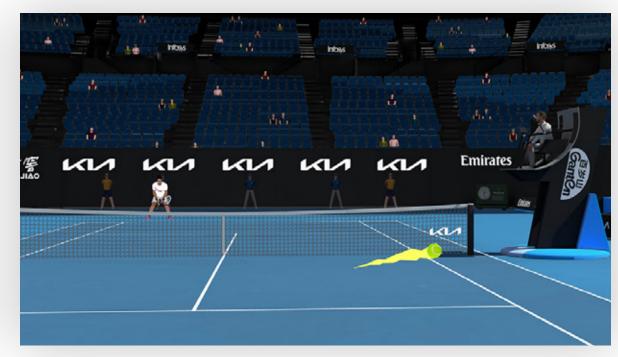## DOWNLOAD THE AO 21 FAN APP

BEING ONE WITH DIGITAL, AND THE GAME

Tasting victory on court like the pros, and getting a taste of everything around Melbourne Park: it's a game-changer for the thousands in the arena, and for the millions around the world. Digital experiences open up new possibilities for every fan, anywhere.

A new AO Virtual Slam experience transports every fan into the Rod Laver Arena. 3D court views and data simulate the experience of playing at the AO, letting fans be a part of the glory. An enhanced AO Fan App will also deliver richer content and personalised journeys based on their interest areas, while guided navigation helps fans find their way within the new Melbourne Park zones set up due to safety protocols.
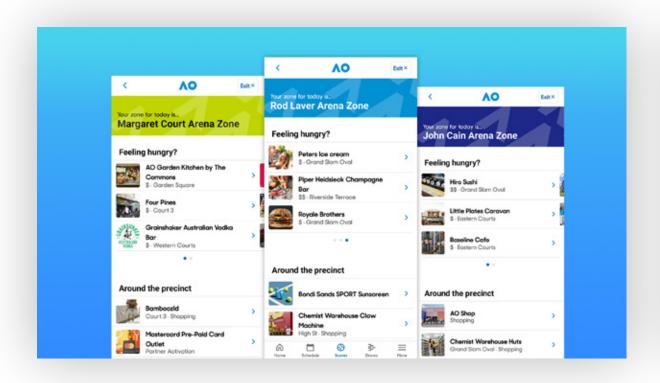
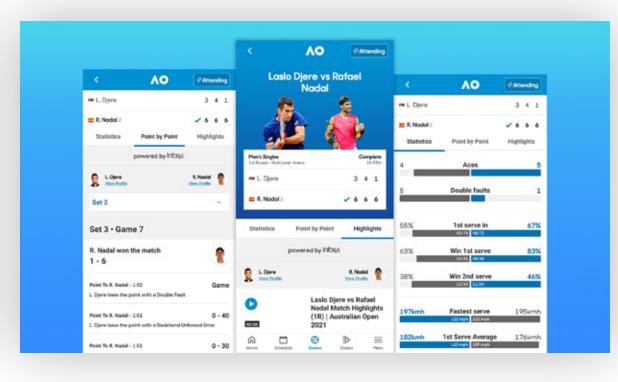**AO Virtual Slam**
A web experience to play like the stars

Gaming with Data
Statistical in-game insight integration

AO Fan App Personalisation
Custom journeys based on preferences

Stats to Highlights
Following all the action on tap

EXPERIENCE THE NEXT

DATA | INSIGHTS | DIGITAL EXPERIENCES

EXPLORE INFOSYS-AO PARTNERSHIP >

AO | Infosys

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Infosys.com/AusOpen

JOIN THE CONVERSATION

#NextNeverStops   #AusOpenWithInfosys

For more information, contact askus@infosys.com

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