

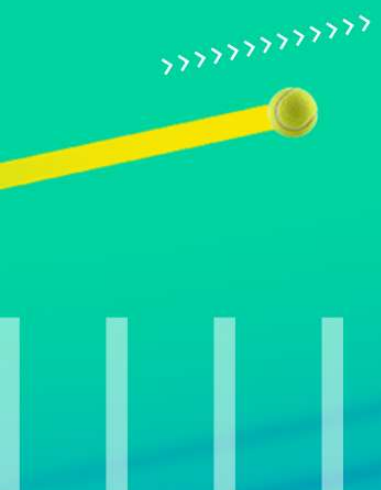
AO | Infosys

OFFICIAL DIGITAL INNOVATION PARTNER

NEXT NEVER STOPS

Jan 17-30th, 2022

Infosys®
Navigate your next



Hats and ties to shirts and shorts. One to two-handed backhands. Television screens to mobile apps. Nothing about the sport stays static from how we play to how we experience a match. And we make sure the Australian Open stays ahead of the game.

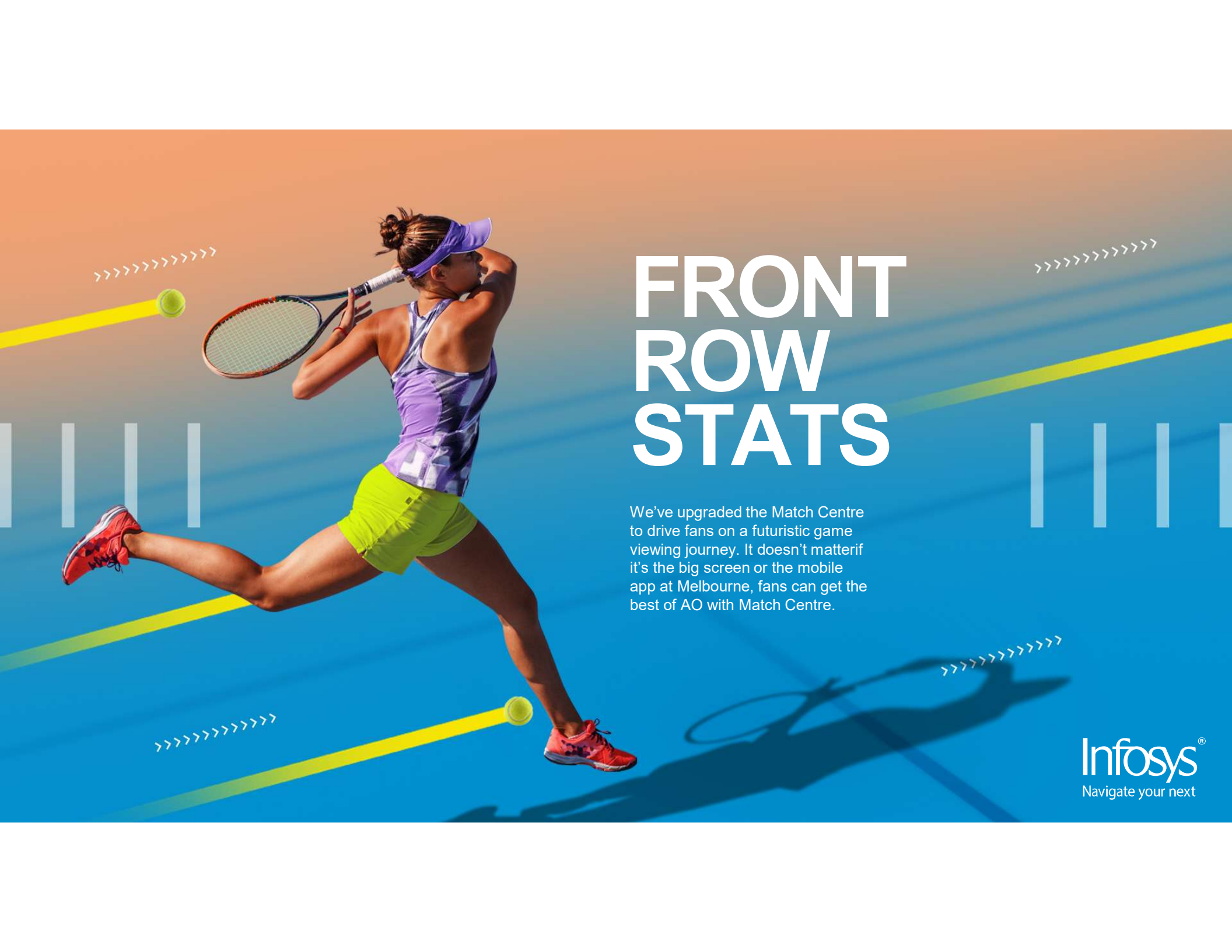
This year, Infosys and AO are adding a new dimension to the game. With match points determined by data points. With an arena made of pixels. With future leaders empowered by futuristic tech. We're making a difference on and beyond the courts.

And we're not stopping there. With newer innovations, ground-breaking experiences and immersive physical and digital touch points for fans, players, media, coaches and broadcasters over the next 5 years, we're here for next. And next never stops.

EXPERIENCE THE NEXT



Infosys[®]
Navigate your next

A female tennis player is captured in a dynamic pose, mid-swing, on a blue tennis court. She is wearing a purple and white patterned tank top, bright yellow shorts, a purple visor, and red sneakers. The background is a gradient of orange and blue. Stylized white dashed lines and yellow lines with tennis balls are scattered across the scene, suggesting motion and energy.

FRONT ROW STATS

We've upgraded the Match Centre to drive fans on a futuristic game viewing journey. It doesn't matter if it's the big screen or the mobile app at Melbourne, fans can get the best of AO with Match Centre.

Infosys[®]
Navigate your next

NEXT > NEVER STOPS >

Interactive experiences are powered by cloud technology and intelligent analytics.

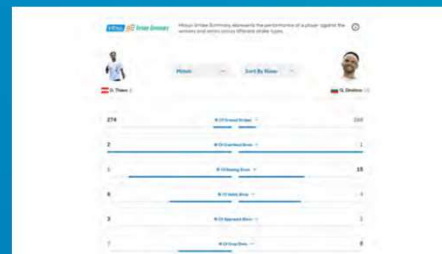
Every match has multiple stakeholders and every one of them needs a different insight real-time and right where they are. The Infosys Match Centre delivers an immersive experience to get the finer points of the game whether a reporter pulls it up on their laptop or a fan checks the score on the AO app with mobile-first data visualisation. Jump into a new way to watch in immersive analytics where every view and filter gives fans a different perspective of the match.



ANALYSING > MATCHBEATS

Data visualisation

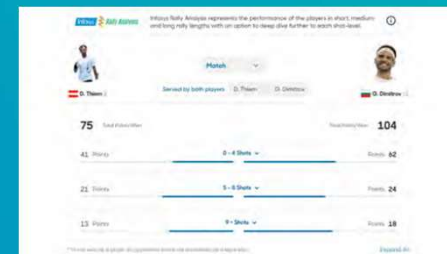
Real-time insights to follow every beat of the match and an AI-generated quiz.



DECODING > STROKE SUMMARY

Statistical workbench

Follow the match while receiving extensive analysis of every stroke.



SLICING > RALLY ANALYSIS

Trend analysis

Revisit every rally to know if it's precision or power that will determine the win.



IMMERSING > 3D COURTVISION

Immersive analytics

Deep-dive into the game with ball tracking, stats and 4 unique camera angles.

Infosys®
Navigate your next

READY PLAYER AI

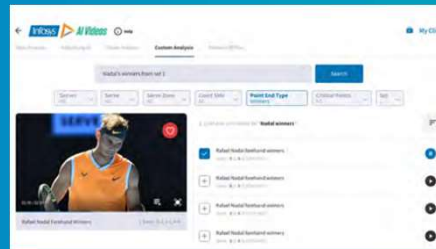
At AO22, the Infosys AI technologies have been designed to re-imagine the entire game for fans, analysts, media and even the coaches and players. We've enabled AI to enhance the strategy and drive value to every individual with a stake in the game.



NEXT NEVER STOPS

Extensive stats, magnified insights and AI-based analysis can improve the game.

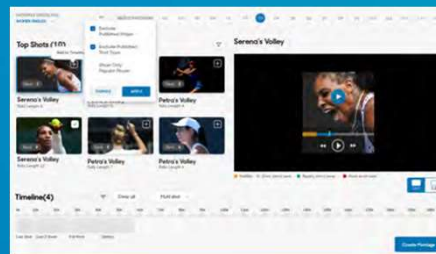
Every player and every coach has their own unique strategy and style, each backed up by insights which are now real-time. The Infosys AI technology is powered by cognitive capabilities to enable coaches and players to make more informed decisions. AI prompts personalised recommendations for coaches, media and even the fans. They can now immerse in a digital game, available on a web portal and on the AO app.



WINNING AI VIDEOS FOR PLAYERS

Applied AI

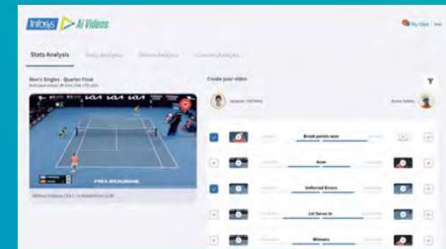
In app-videos curated by AI for players with smart recommendations.



AMAZING AI SHOT OF THE DAY

Video analytics

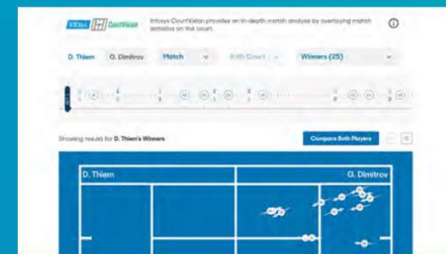
AI accurately captures and curates the best shot of the day for the media.



SENSING PLAYERS PORTAL

Deep learning

Game insights broken down by AI after every game for players and coaches.



INSPIRING COURTVISION + PLAYER COMPARISON

Digital interactions

Using AI to drive key insights and comparisons on player performance.



VIRTUAL REALITY CHECK

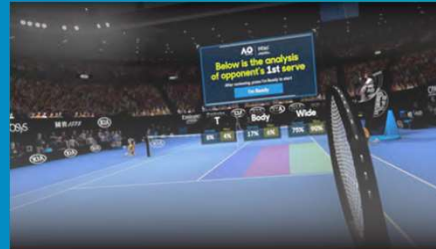
At the Infosys Fan Zone, the VR universe is set to take fans on a thrill ride. With immersive visualizations, 360 video in every instance and out-of-the-box realities, we're bringing the future to AO '22.

Infosys[®]
Navigate your next

NEXT NEVER STOPS

Adventurous new dimensions and exciting tennis experiences await in the VR universe.

Innovation goes beyond building great technology. Innovation plunges into the deepest corners of imagination. The Infosys VR Universe is integrated into the next with various realities to deliver a captivating tennis experience that captures the best aspects of the game while immersing fans into new dimensions like never before.



PLAYING VIRTUAL GAMEPLAY

VR experiences

Test your tennis skills and play like the stars do at the Rod Laver Arena.



EXPLORING MOON TENNIS

3D environments

Explore the gravity in space and play tennis on the moon in VR.



SMASHING MUSIC TENNIS

Virtual engagement

Music integrated with tennis for an exciting virtual experience.



REIMAGINING ARCADE TENNIS

Interactive gaming

A virtual mix of tennis and 9-pin bowling amid iconic Hosier Lane graffiti.

POINTS FOR GOOD

We're collaborating with Tennis Australia's Future Leaders Program to focus our digital capabilities on enriching students and the communities around them. With Infosys Springboard, our next-gen digital learning platform, we're driving change beyond the court.



NEXT > NEVER STOPS >

We're all set to usher learning experiences, development and change.

While we enhance experiences for fans, coaches, players and the media, we've now plunged into using our technology for good. The Future Leaders Program, enriched with Infosys Springboard is set to usher inclusive learning experiences, leadership development and positive change for tomorrow's leaders in and around the tennis nexus across Australia.



LEADING > RESKILLING PLATFORM

Digital learning

Rich leadership development content to impart digital and leadership skills.



EQUALISING > ACCESSIBILITY COMPATIBLE TOOLS

Digital accessibility

Cloud-enabled, mobile-first platform to access lessons anywhere, anytime.



SHARING > MENTORSHIP INITIATIVES

Diversity and collaboration

Infosys-led programs to drive inclusivity and empower a diverse pool of local talent.



DREAMING > LOCAL TENNIS NETWORKS

Community building Promoting grassroots tennis and supporting across tennis communities in Australia.

Infosys[®]
Navigate your next



THE NEXT FIVE

In the time we've spent with the Australian Open, we've defined technology that creates experiences beyond the game. Now, we've extended our partnership to the next 5 years. For this, Infosys and AO have new innovations, initiatives and experiences stacked up and ready to be served.

Infosys[®]
Navigate your next

NEXT NEVER STOPS

We're using our technology to bring ever-expanding insights and experiences to all.

We're taking our tech to fans across the globe, beyond the grass court. From reinventing the game viewing experience, to driving change while delivering insights and skills are equally and inclusively, we're using our technology to bring ever-expanding insights and experiences to all. And this is simply the start of our 5 year long commitment to ushering positive impact with our innovations.



CREATING ENHANCED MATCH STATS

Broadcast innovation

Enhanced stats for fascinating pressure point metrics, record-breaking shots and more.



EVOLVING EXPERIENCE VISION FOR TENNIS AUSTRALIA WITH WONGDOODY

360° digital experiences

Reinventing digital touchpoints to place fans in the centre of the AO experience.



CARING FUTURE LEADERS PROGRAM

Digital inclusion

Collaborating with TA to empower future leaders with Infosys Springboard.



EMPOWERING INNOVATIONS FOR FANS, PLAYERS, AND MEDIA

Digital platforms

Ground-breaking innovations and exciting experiences for everyone in the sport.

Infosys[®]
Navigate your next




DOUBLE TAKE WITH PAT CASH


As a legendary name in tennis, Pat Cash has won the hearts of thousands of fans over the years. At AO22, we're trying to win Pat's heart with Infosys' innovations. Will he be impressed?



Infosys[®]
Navigate your next



NEXT IS PLAYING FOR MORE THAN THE WIN
NEXT IS MAKING A DIFFERENCE BEYOND THE GAME
NEXT IS INSIGHT PUSHING THE BOUNDARIES OF POSSIBLE
NEXT IS AN EXPERIENCE FOR EVERYONE
NEXT IS HAPPENING NOW
NEXT NEVER STOPS



› EXPERIENCE THE NEXT ›



Infosys®
Navigate your next

EXPERIENCE > THE NEXT >

DATA | INSIGHTS | DIGITAL EXPERIENCES



OFFICIAL DIGITAL INNOVATION PARTNER

Infosys.com/AusOpen

#NextNeverStops #AusOpenWithInfosys



© 2022 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

Infosys®
Navigate your next