



AO | Infosys

OFFICIAL DIGITAL INNOVATION PARTNER

# NEXT > NEVER STOPS >

Jan 17-30th, 2022

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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.

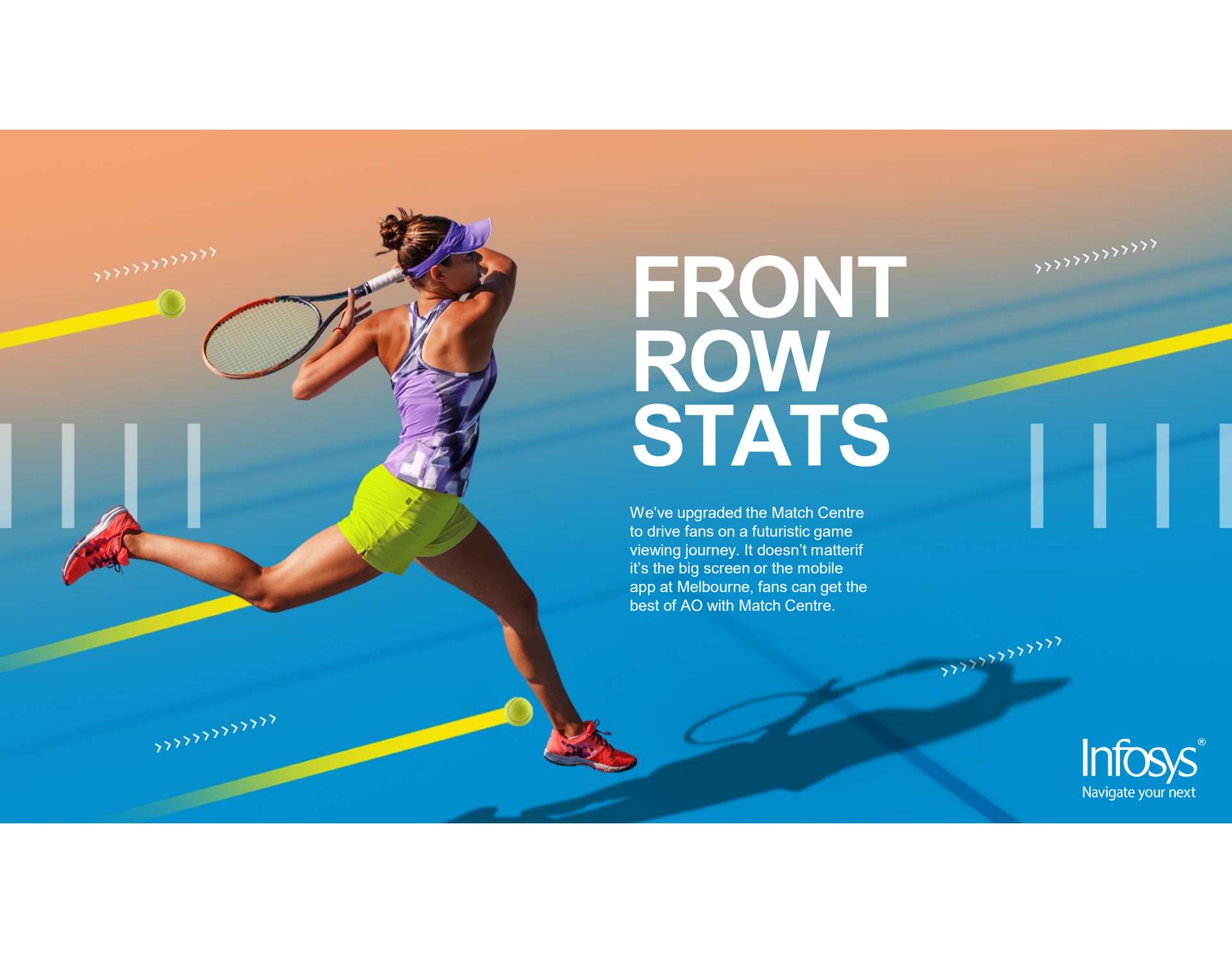
This year, Infosys and AO are adding a new dimension to the game. With match points determined by data points. With an arena made of pixels. With future leaders empowered by futuristic tech. We're making a difference on and beyond the courts.

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 >**



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# 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.

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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.



## SLICING > RALLY ANALYSIS

### Trend analysis

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



## DECODING > STROKE SUMMARY

### Statistical workbench

Follow the match while receiving extensive analysis of every stroke.



## IMMERSING > 3D COURTVISION

### Immersive analytics

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

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# 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.

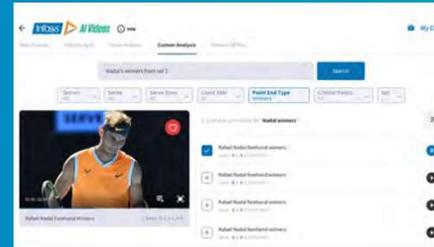


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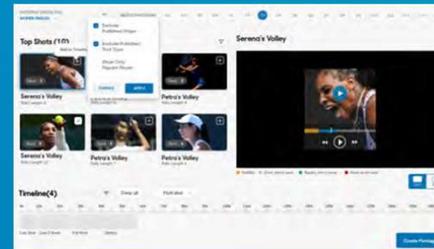
Extensive stats, magnified insights and AI-based analysis can improve the game.

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.



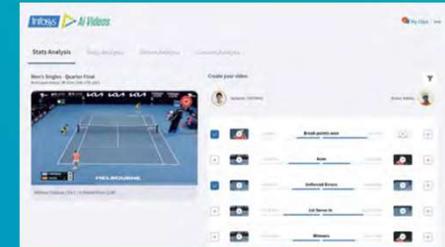
## WINNING > AI VIDEOS FOR PLAYERS

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



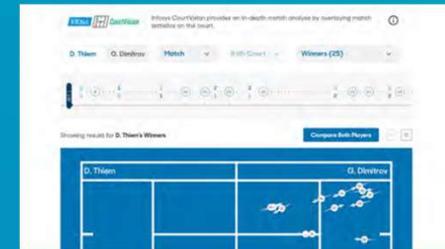
## AMAZING > AI SHOT OF THE DAY

**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

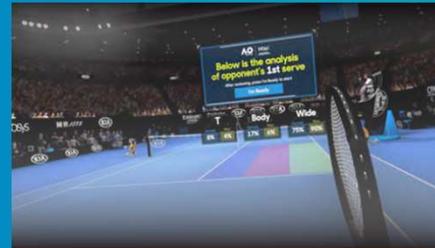
At the Infosys Fan Zone, the VR universe is set to take fans on a thrill ride. With immersive visualizations, 360 video in every instance and out-of-the-box realities, we're bringing the future to AO '22.

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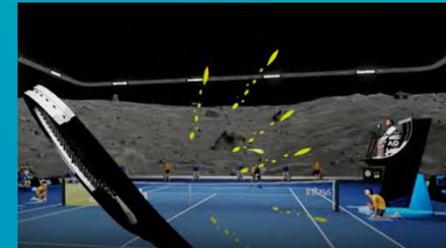
Adventurous new dimensions and exciting tennis experiences await in the VR universe.

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.



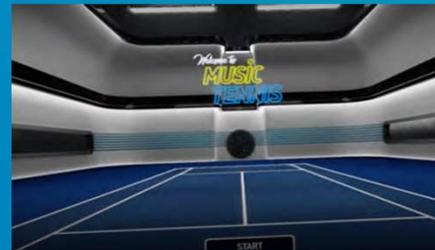
## PLAYING > VIRTUAL GAMEPLAY

**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.



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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.



# 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.

# 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.



# 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?



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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

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DATA | INSIGHTS | DIGITAL EXPERIENCES



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#NextNeverStops #AusOpenWithInfosys



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