

From fan to fanatic

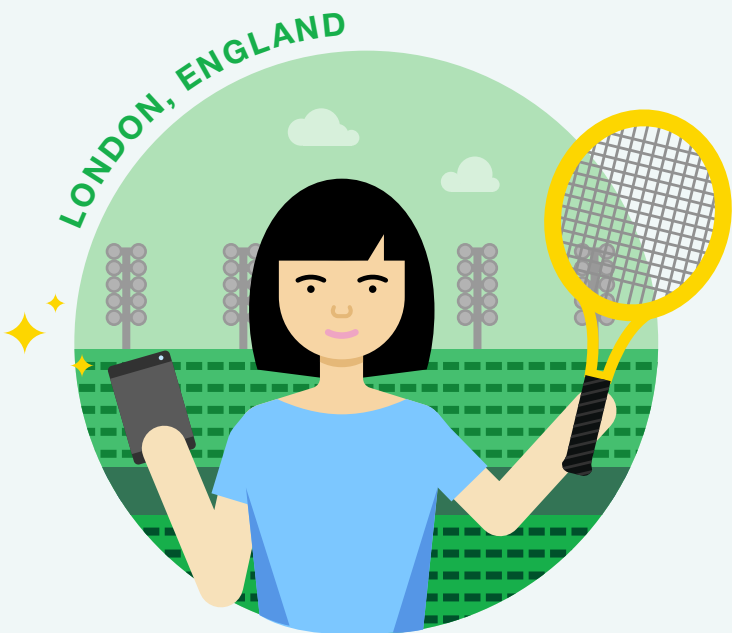
How IBM Interactive Experience is transforming events around the world



From casual to captivated

Soccer fans get to do much more than just see their favorite team play at the Amsterdam Arena.

- Watch from multiple vantage points via mobile
- Vote for Man of the Match in real-time with other fans
- Order food and beverages remotely



From everyday to extraordinary

Unique web visits increased 125% with a more personalized digital experience for Wimbledon.

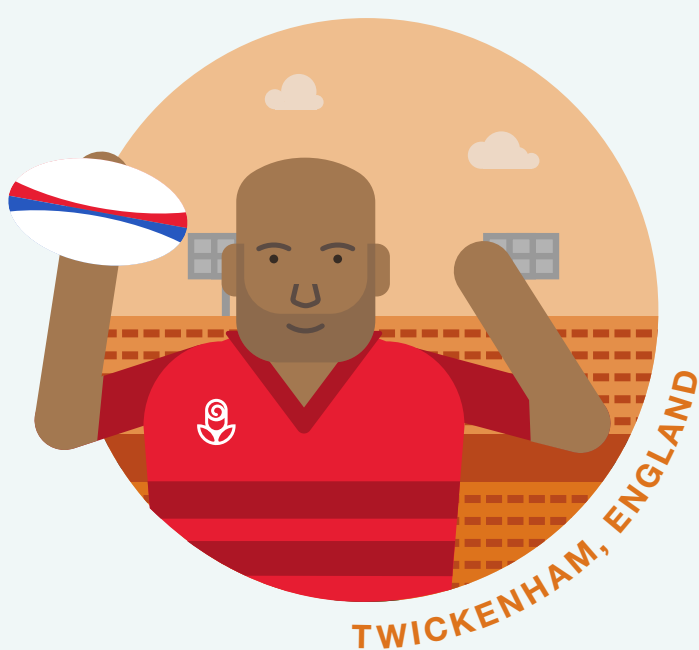
- Live stats allow instant engagement by fans, media and players
- More than 10 million updates a second sent to fans through the secure cloud via web or mobile
- Inclusive social networking powered by IBM Watson Content Analytics



From blueprints to breathtaking

By 2017, Atlanta Falcons fans can expect the Mercedes-Benz Stadium to be what experts are calling the smartest and most immersive in the world.

- 360-degree HD video halo board creates unique viewing experiences
- State-of-the-art technology hub delivers a first-class game day experience
- Streamlined traffic flow from arrival to restrooms to concessions



From data to drama

TryTracker delivers real-time player stats and match facts to entertain longtime Rugby Football Union fans and enthrall new ones.

- Analyzes factors such as player performance to identify three ways each team can improve its chance of winning
- Engages new fans through visual storytelling around key shifts in match momentum
- Helps increase unique visitors to RFU.com by 27%



IBM Interactive Experience thinks bigger than an agency and more creatively than a consultancy with the power to integrate the whole system and deliver memorable experiences through great design. As a next-generation services company dedicated to creating transformative moments for clients, IBM iX brings deep expertise in mobile, social, platforms, software, strategy, design and integration to deliver winning results.

Change the game with IBM Interactive Experience: ibm.com/sports

