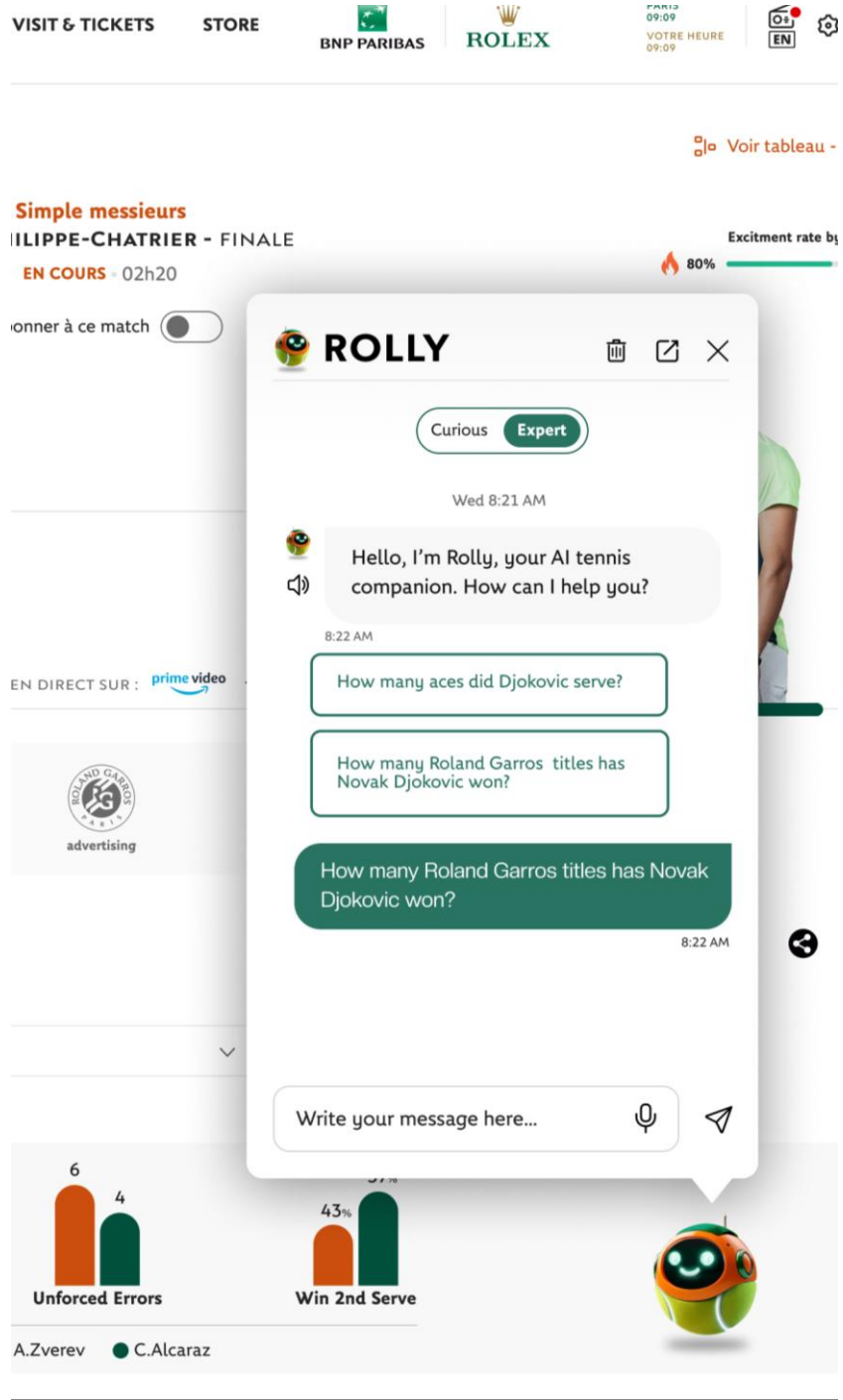


Infosys at RG 2025

I n n o v a t i o n s

The Challenge

- Fans were shifting from passive spectators to active participants.
- Traditional sponsorship relied heavily on visibility, not value.
- Tennis analytics remained inaccessible to most fans — static, expert-only data.
- GenAI was emerging fast, but rarely proven at **Grand Slam scale**.
- The brand needed to stand out against global competitors by delivering *real* innovation, not bigger media presence.



Transform Sponsorship Into an AI Participation Platform

- Redefine sponsorship from branding → to co-creation, intelligence, and immersive engagement powered entirely by AI.A unified ecosystem of:
  - AI Commentary (real-time AI match storytelling)
  - GenAI Poster Challenge (fan-created artwork)
  - AI Stadium / Tennis Worlds (immersive, AI-generated 3D environments)

A single north star: Turn fans into creators. Turn data into emotion. Turn sport into a personalized AI experience.





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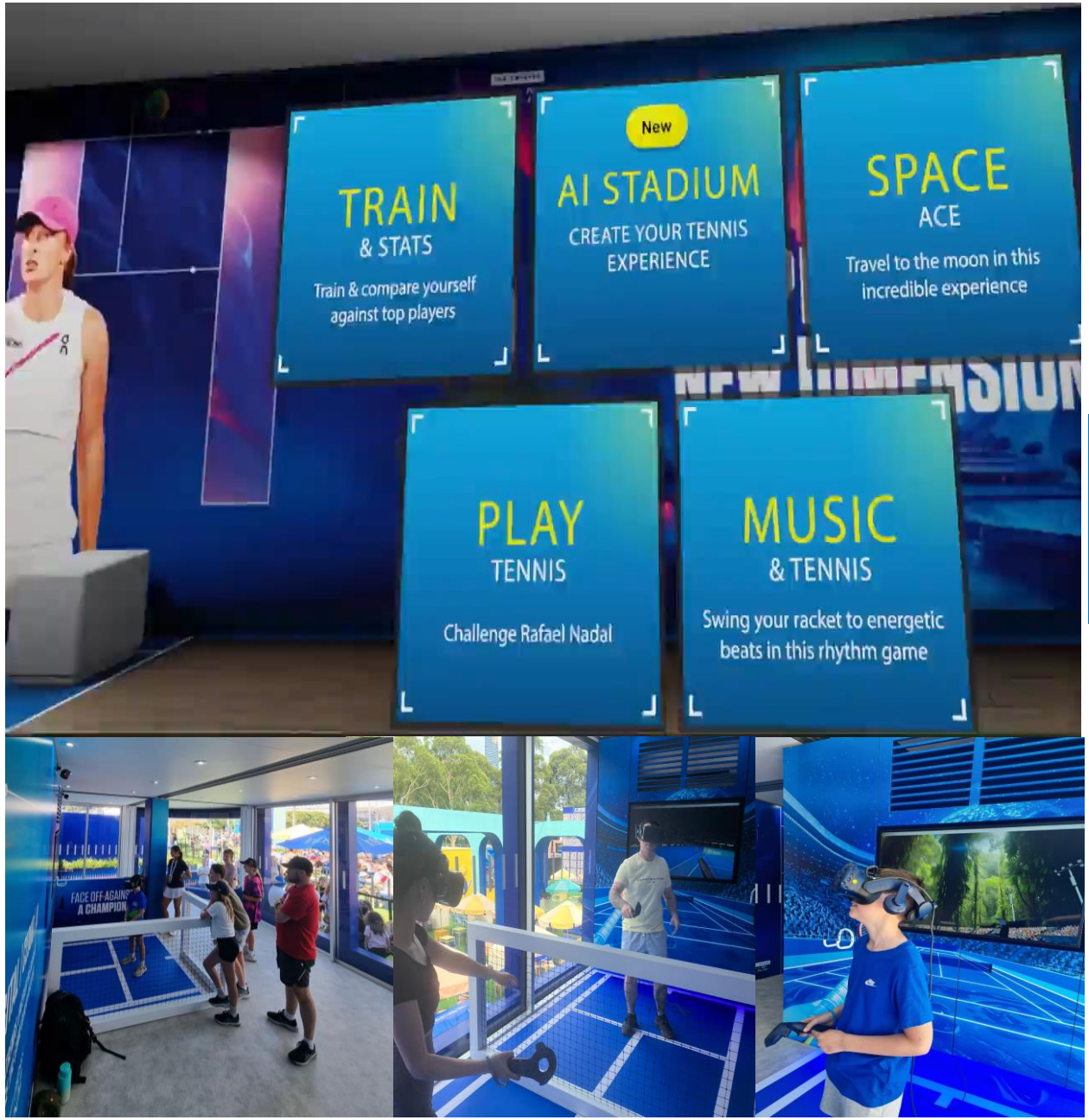
THE AI STACK

- AI Commentary (Real-Time, Fan-Personalized Insight)Live match moments transformed into narrative commentary.
  - Modes for novice/expert, neutral or player-biased storytelling. Brought tennis intelligence to every fan — not just analysts.

- GenAI Poster Challenge - Fans generated unique posters featuring Rafael Nadal as their creative inspiration.
  - Content creation shifted from brand → fan driven emotional connection through self-expression.

- AI Stadium / Tennis Worlds Fans used voice prompts to create custom tennis stadiums in ~45 seconds.
  - Entered their creations via VR, delivering the first “AI-generated tennis world” at scale.

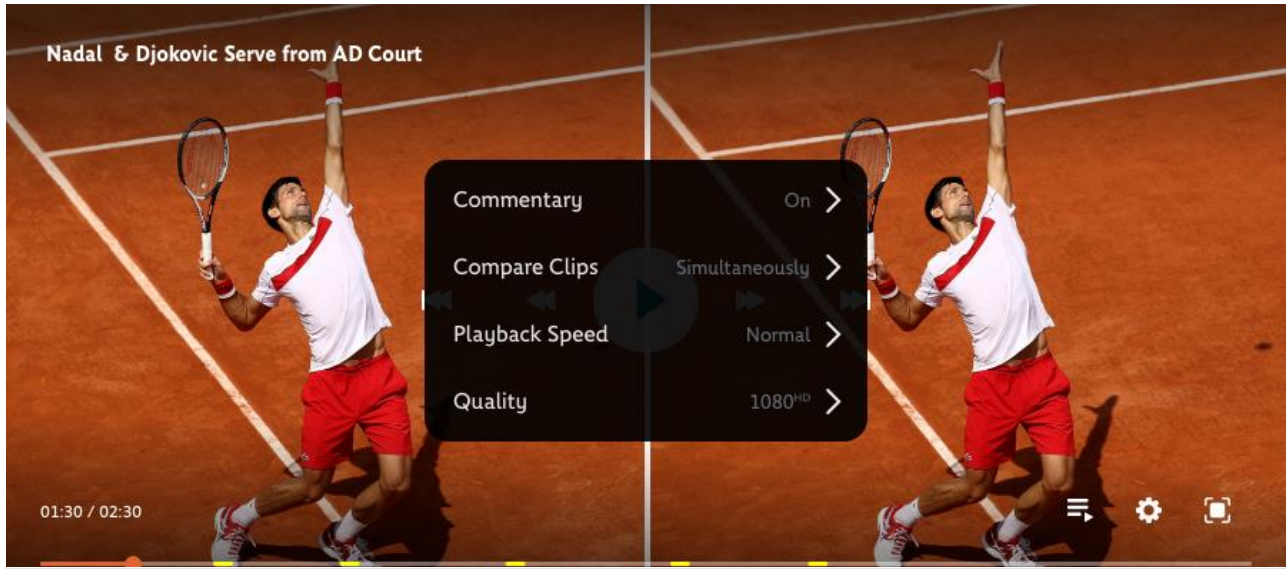
- 3D LED Cube Activation - Fan-generated posters brought to life in immersive 3D.Designed for 30,000+ interactions.

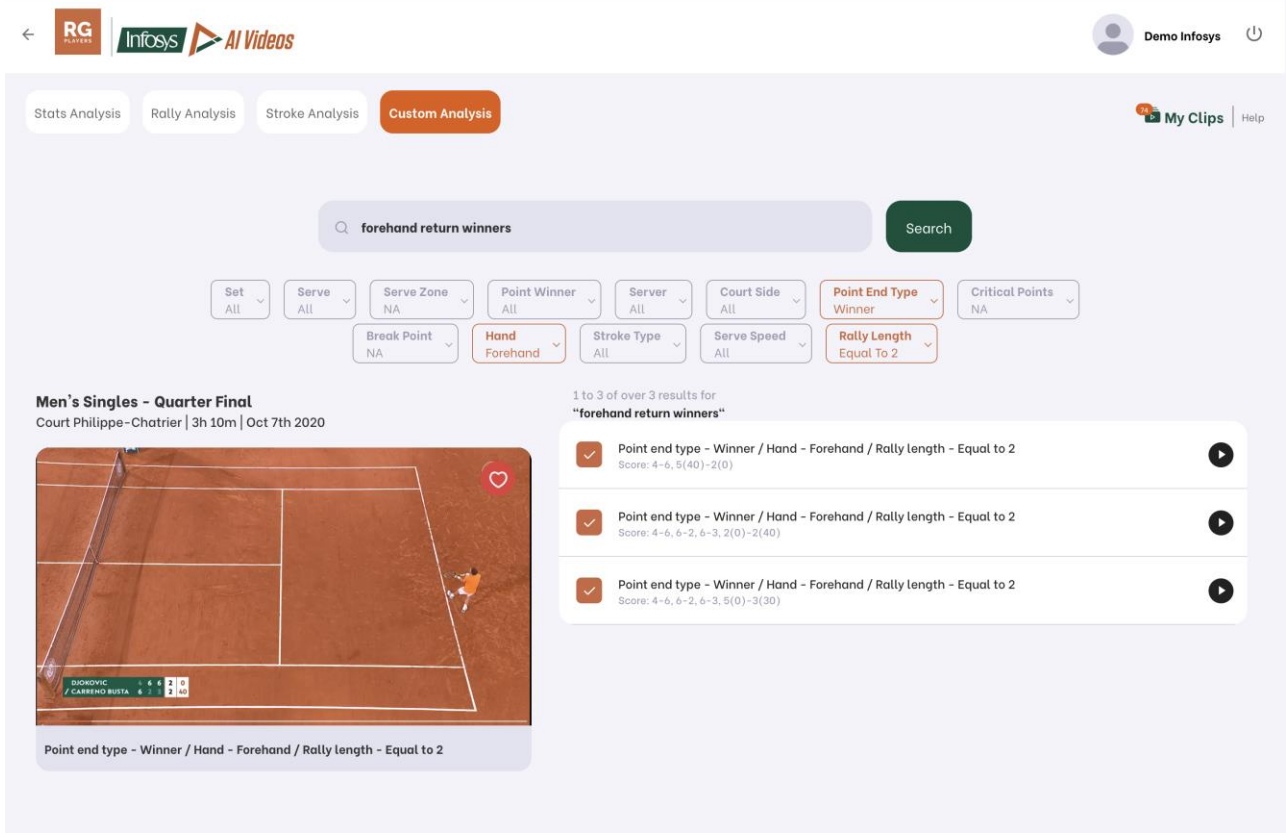


AI STACK Continued

AI Videos for Coaches & Players

- Over 3000 players & coaches use this platform to analyze matches played by them and others.
- Our AI picks, dissects and arranges each type of shot in categories like Forehand winners, Aces, Forced/Unforced errors etc giving a point-by-point video analysis on various metric points.
- Split Screen Analysis, A technique that enables players to perform a split screen comparison of their serves and winning shots.





Measurable Impact

- 19,000+ GenAI posters created (mass personalized creativity).
- 30,000+ projected interactions at on-ground AI activations.
- 12,000+ fans experienced AI world-building and immersion.
- Match commentary engagement driven by real-time, contextual AI narratives.
- Boosted brand perception as the AI innovation leader in sport.
- Created long-term owned AI capabilities, not disposable campaign assets.



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Thank you