

EXPERIENCE THE NEXT

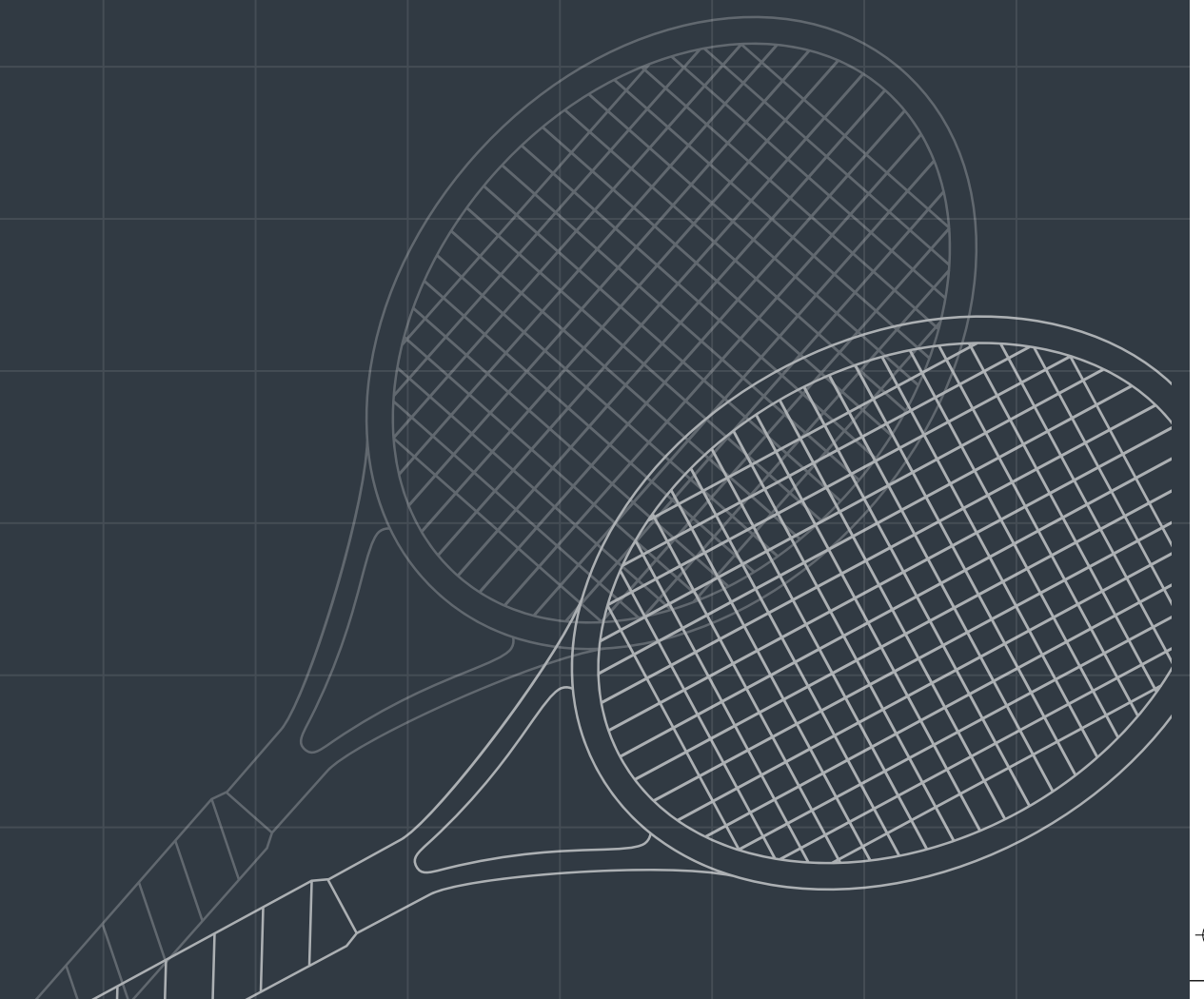
Infosys Hall of Fame Open
July 10-17, 2022 | Newport, Rhode Island, USA



REINVENTING A CLASSIC

Infosys has opened a whole new world of technology and innovation to the tennis circuit. As the Title Sponsor for the Infosys Hall of Fame Open, Infosys is venturing into the next level of enriching experiences for fans, players, and everyone involved.

The Infosys Hall of Fame Open, a prestigious grass court tournament and the only one outside of Europe, is organized by the International Tennis Hall of Fame (ITHF). Over the years, the ITHF has promoted and preserved the legacy of the sport and everyone who made it great, and is now ready to begin their digital transformation journey. And Infosys is here to serve the future and reinvent this classic, to experience the next.



INSPIRATION IN A HISTORIC VENUE

Infosys Hall of Fame Open
July 10-17, 2022 | Newport, Rhode Island, USA



The Hall of Fame Open has been hosted by the ITHF annually since 1976. Every year, the week following Wimbledon, the tournament attracts top stars along with up-and-coming talent for the only grass-court ATP Tour event outside of Europe. As Title Sponsor for the Infosys Hall of Fame Open, Infosys will deliver fan experiences that bring the tournament closer to fans all over the world.

IMMERSION IN TENNIS HISTORY

Enshrinement Weekend
July 15 to 17, 2022



Infosys is committed to driving efforts towards preserving history, inspiring the future, and honoring tennis greats. As Digital Innovation Partner for the International Tennis Hall of Fame, Infosys will be associated with the Hall of Fame Induction Ceremony recognizing tennis great Lleyton Hewitt and the Enshrinement Cocktail Reception will be presented by Infosys on July 16.

INNOVATION FOR A NEW ERA

Infosys Leadership Summit
July 16 to 17, 2022



Over two days, Infosys is serving inspiration on the court and beyond it. The agenda for the event includes a carefully curated mix of tennis experiences and business showcases. From meeting tennis legends to witnessing digital transformation, attendees can look forward to classic tennis action and new business possibilities.

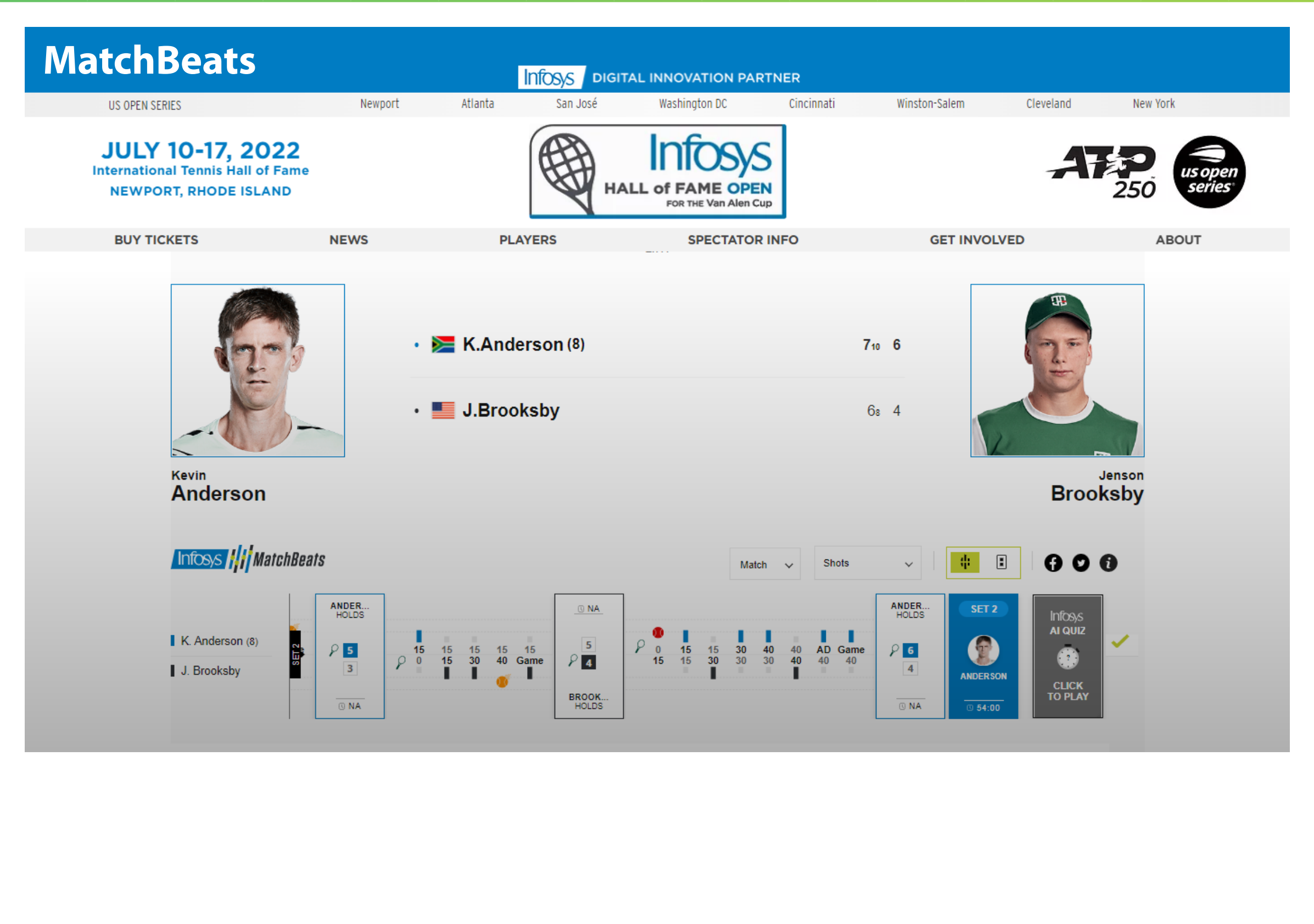
NEXT BEGINS IN NEWPORT



In March 2022, the International Tennis Hall of Fame announced a multi-year transformational collaboration. The first milestone in the journey is bringing data, insights and digital experiences to enrich the Infosys Hall of Fame Open and the International Tennis Hall of Fame.

NEXT BEGINS IN NEWPORT

To further fan interest, an all-new Match Center will feature on the Infosys Hall of Fame Open website. The centerpiece of this data-driven experience is Infosys MatchBeats, which will allow fans to follow each shot played during the game, and updates around various metrics such as aces served, break points, serve speeds and more, all in real time.

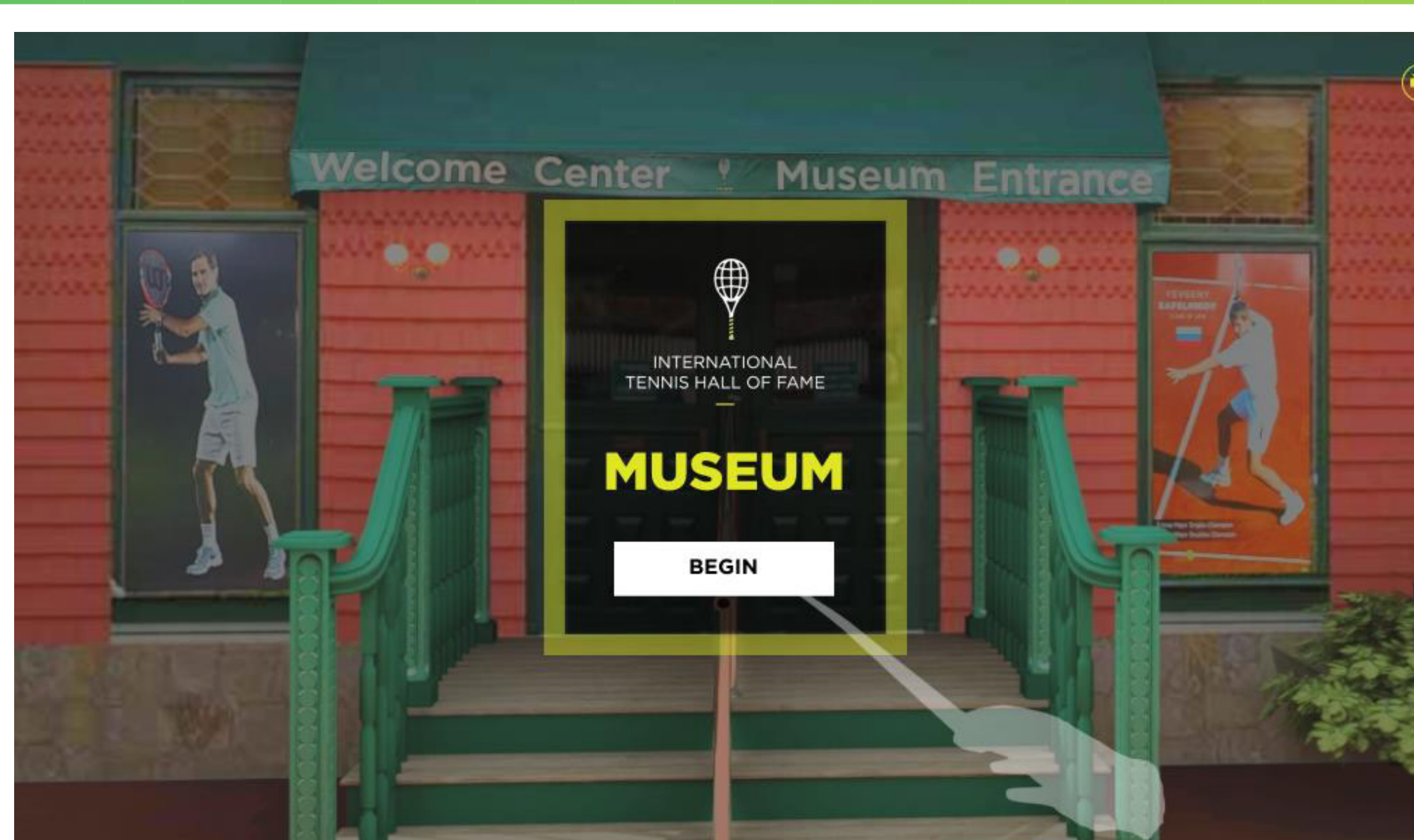


INSIDE THE GAME

Auto-generated live commentary will make following the match more humanized, and stats will be presented in an all-new format that ranks the stats in order of their influence on the match. For fans desiring deeper views into player performance, Infosys MatchBeats++ will present set-by-set breakdowns of turning points and key moments.

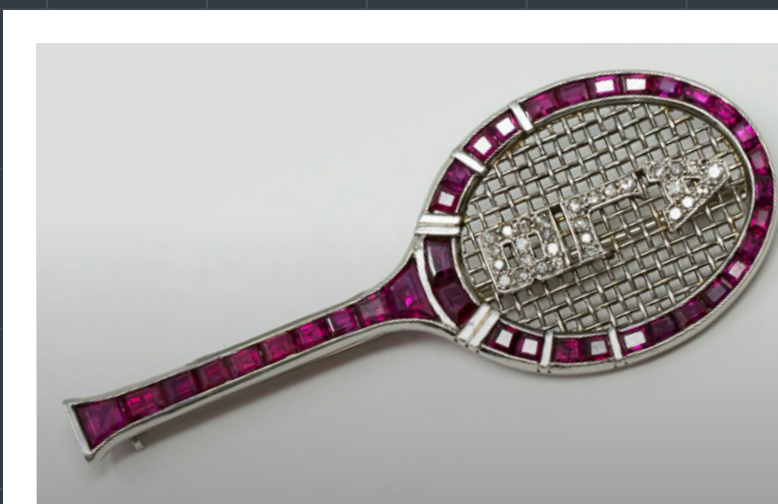
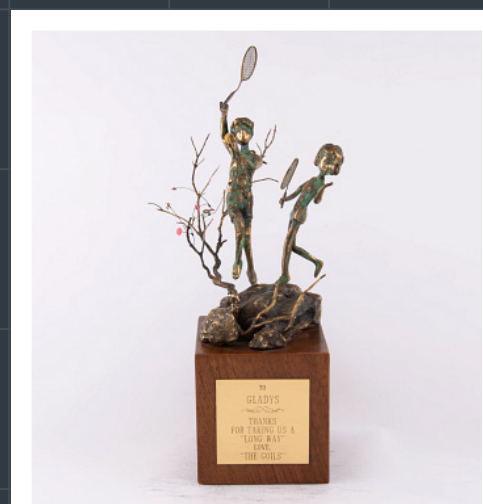


REIMAGINE THE GLORY



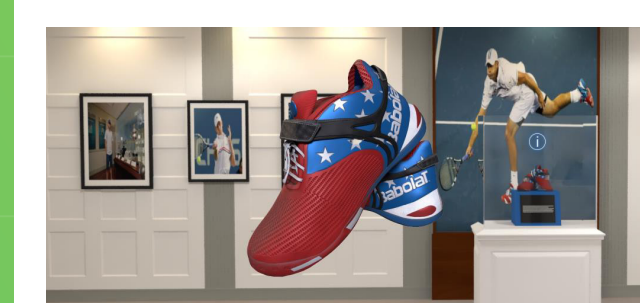
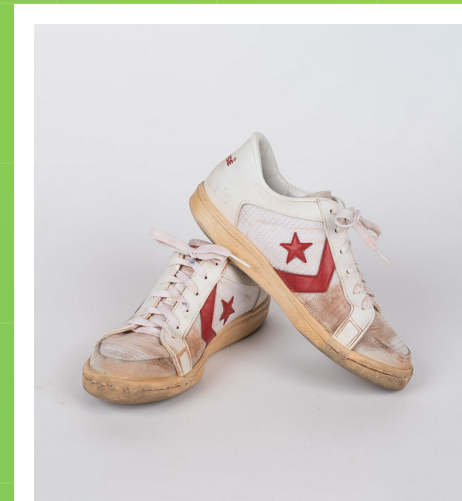
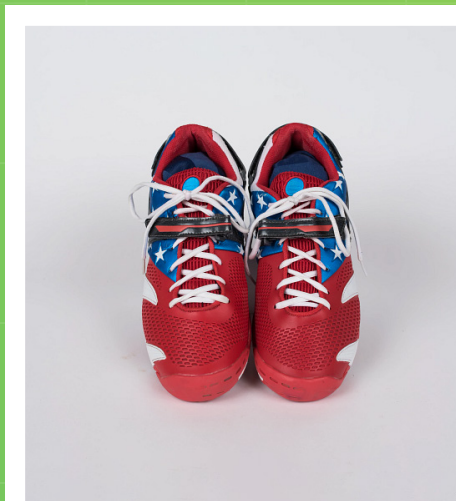
Together with ITHF, Infosys is developing a metaverse experience for fans worldwide that will bring the Hall of Fame Museum to them. The experience is slated to be a virtual reality as well as web-based experience that can be accessed by any fan in the world. For this year's tournament, a select few guests will get a preview of the build that will showcase three categories of exhibits including inspiring artifacts; sneakers; and tins, cans and cartons.

A METaverse OF INSPIRING ARTIFACTS



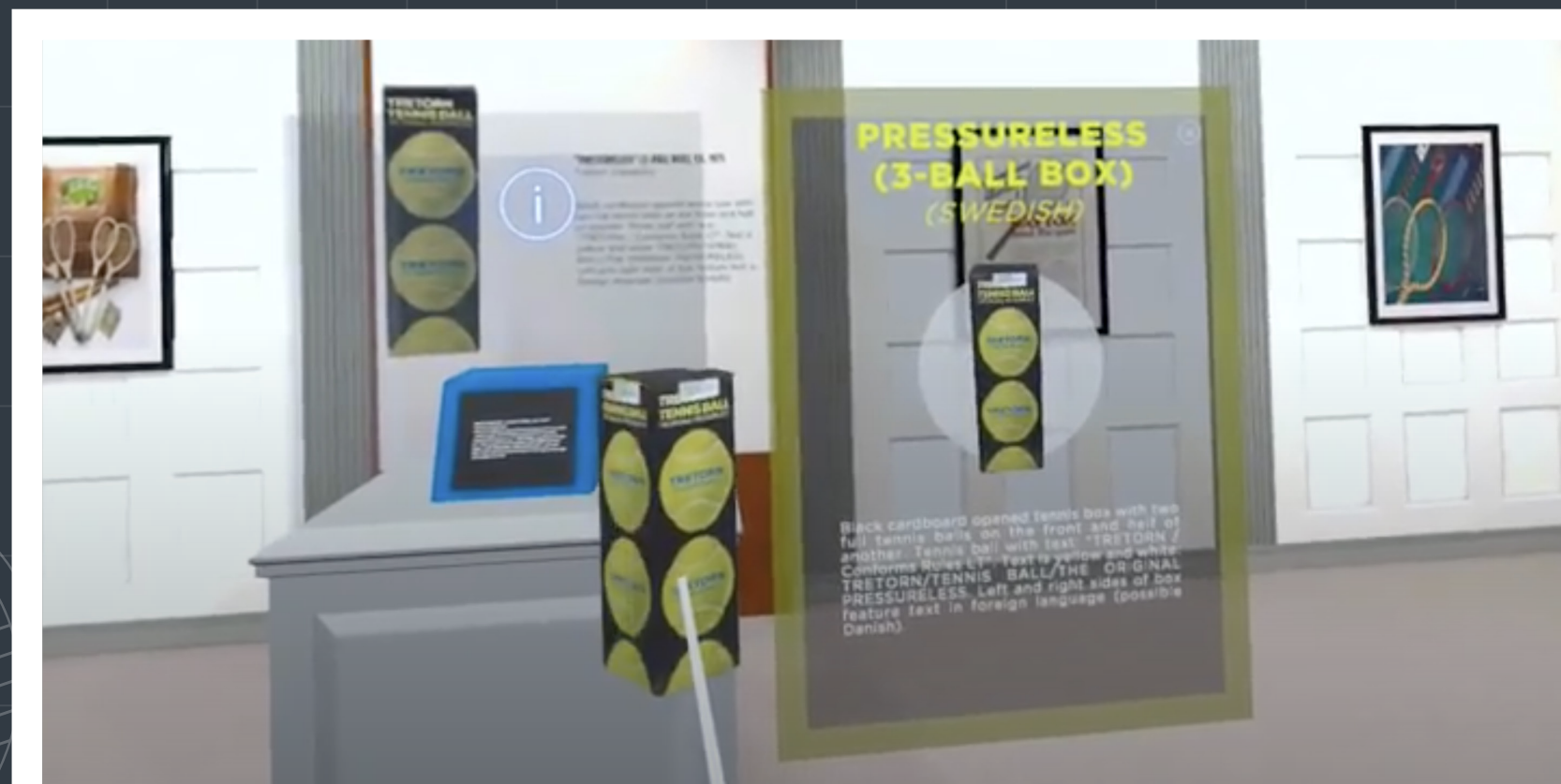
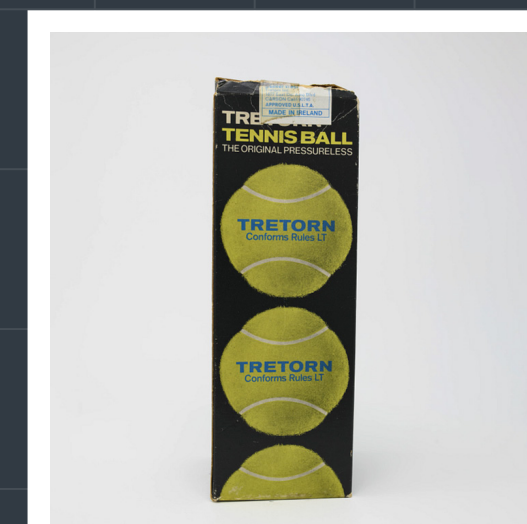
Telegrams, tapes and a cat named Tom are as much a part of tennis history as Arthur Ashe, David Hall and Monica Seles. The exhibit of inspiring artifacts traces connections between objects and their influence on historic sporting journeys. Visitors can teleport to different objects in a virtual environment and take a trip down memory lane.

SNEAKERS ON THE CLOUD



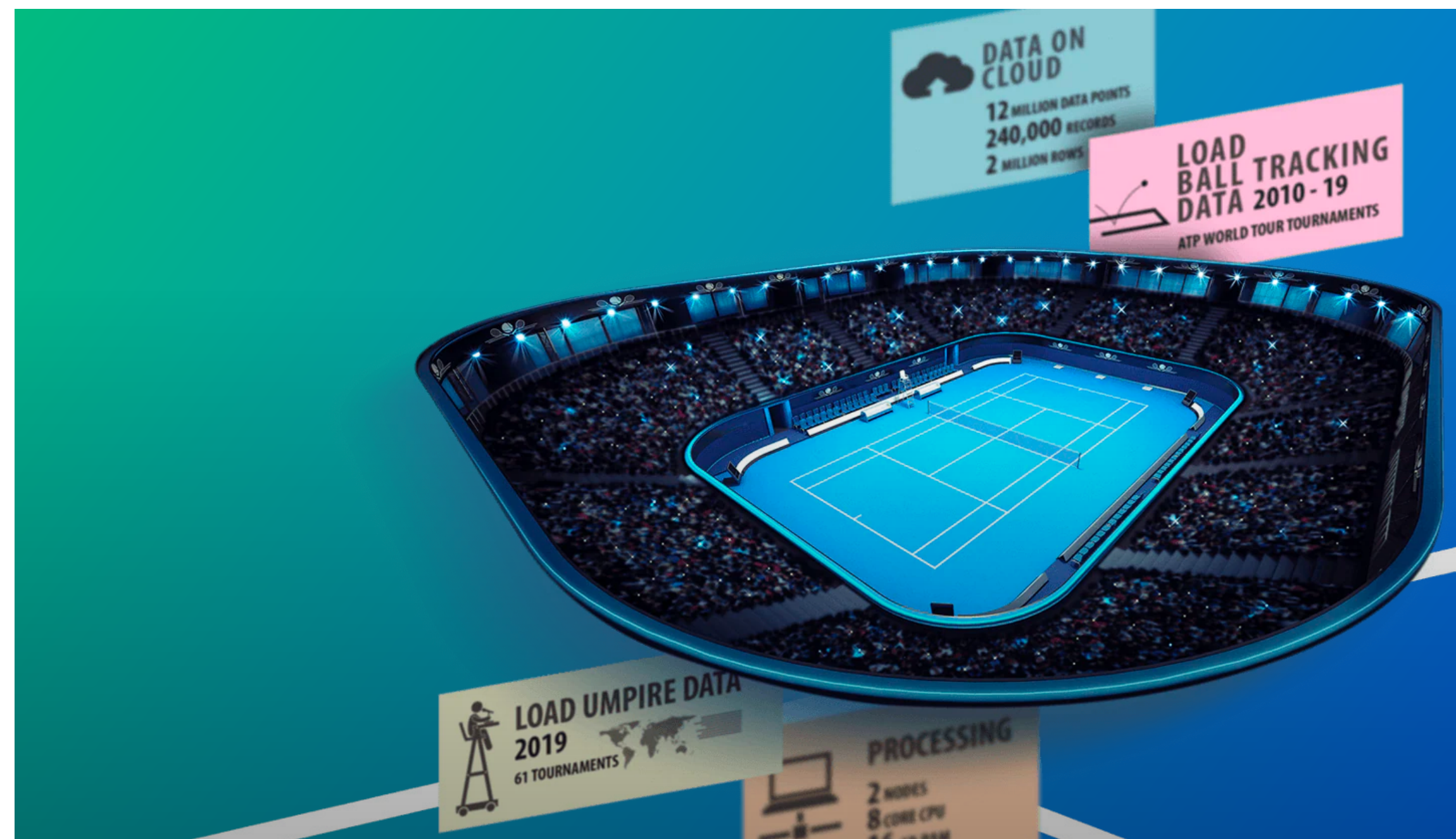
Tennis footwear goes beyond the functionality of apparel. As instruments of performance and markers of style, looking back at signature tennis shoes and the legends that wore them is a window into expression and endurance. The sneakers exhibit lets visitors virtually explore and interact with retro kicks that left their mark on the court.

TINS, CANS AND CARTONS IN 360°

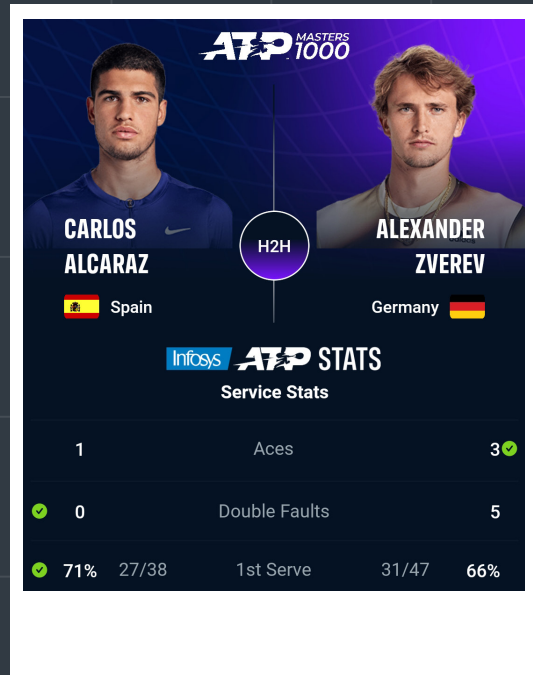


There is more to tennis ball containers than meets the eye. The early technologies that went into the making of these containers played a key role in the globalization of the sport. This exhibit chronicles the history of containers and their evolution over time and tournaments, from the early 20th century to present day.

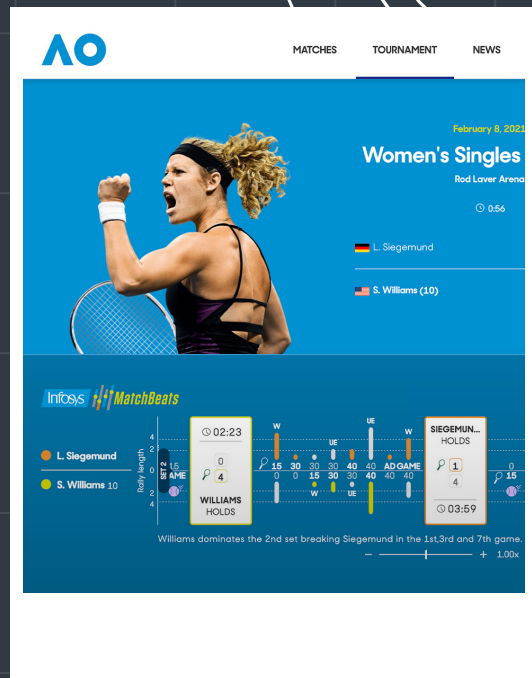
INFOSYS TENNIS PLATFORM



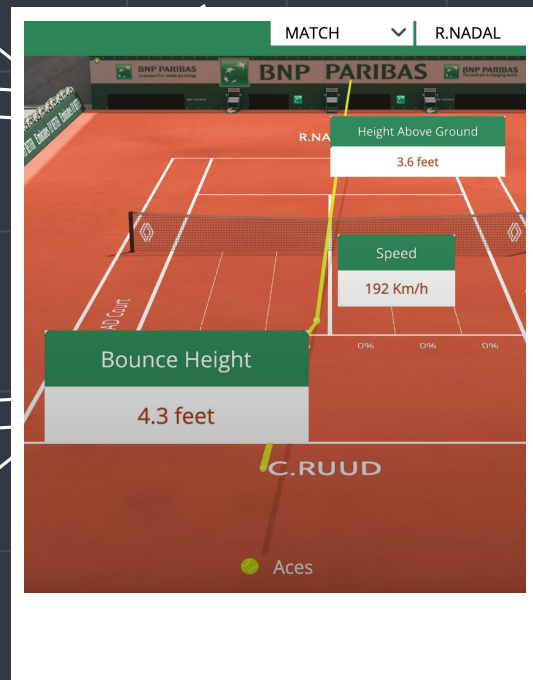
The digital brain of the technology experience behind tennis is an open source polycloud platform. Architected to be plug-and-play, the Infosys Tennis Platform harnesses every data source, aggregating multiple applications and serving convergent and unified experiences across tennis tournaments.



DATA

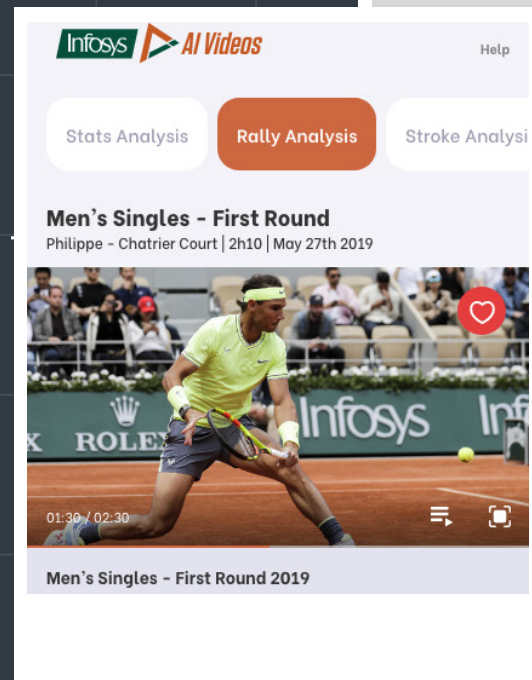
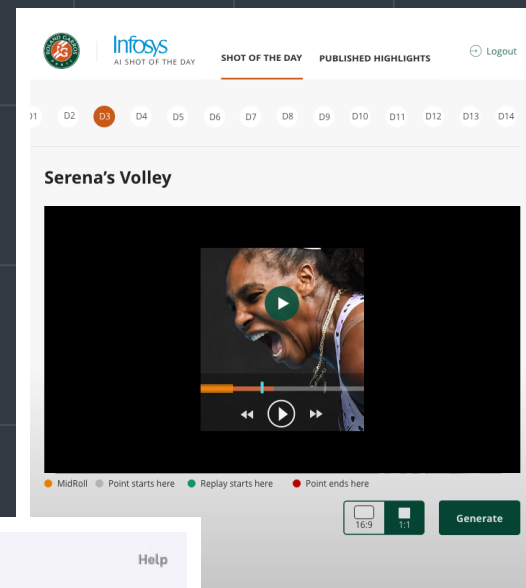


MATCHBEATS



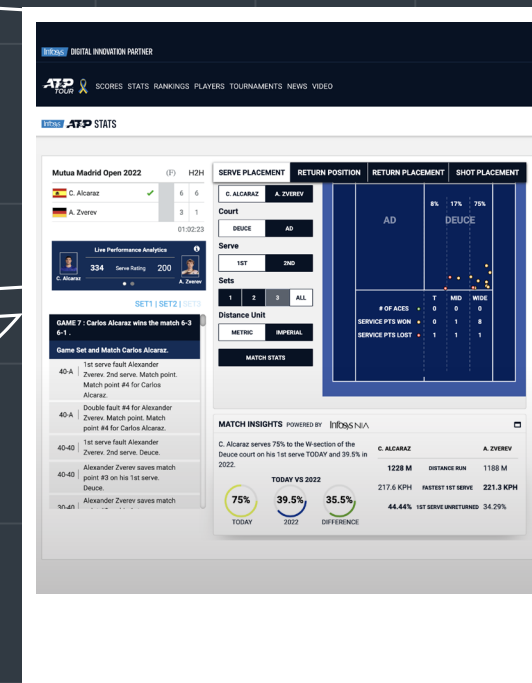
3D COURTVISION

AI HIGHLIGHTS



PLAYERS PORTAL

INSIGHTS



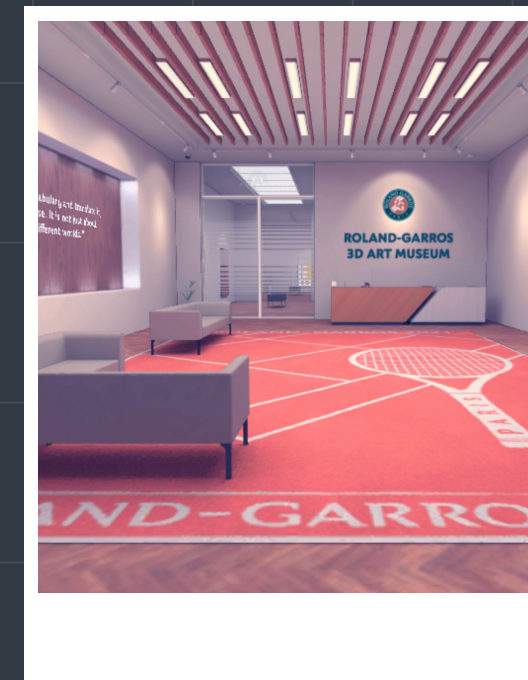
SECOND SCREEN

Infosys

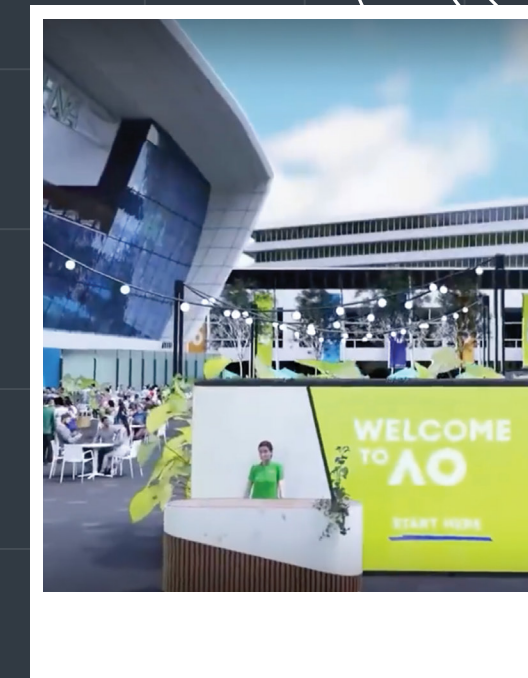
DIGITAL INNOVATION PARTNER



3D ART MUSEUM

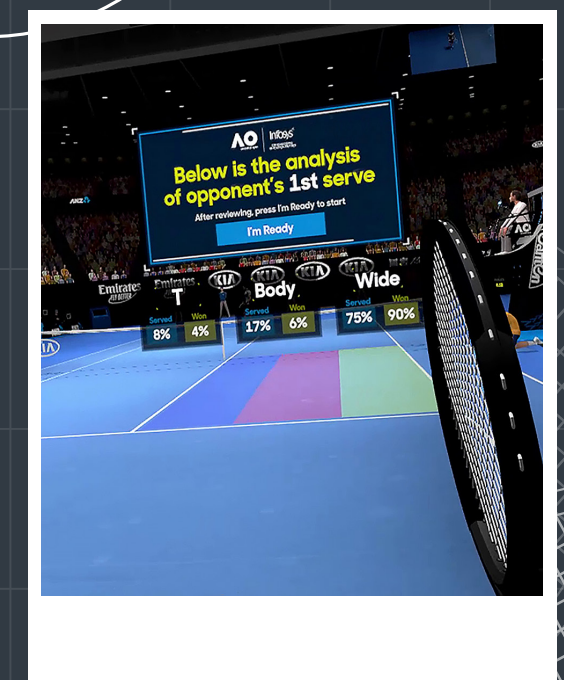


DIGITAL EXPERIENCES



AO VIRTUAL HUB

VR TENNIS



EXPERIENCE THE NEXT



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