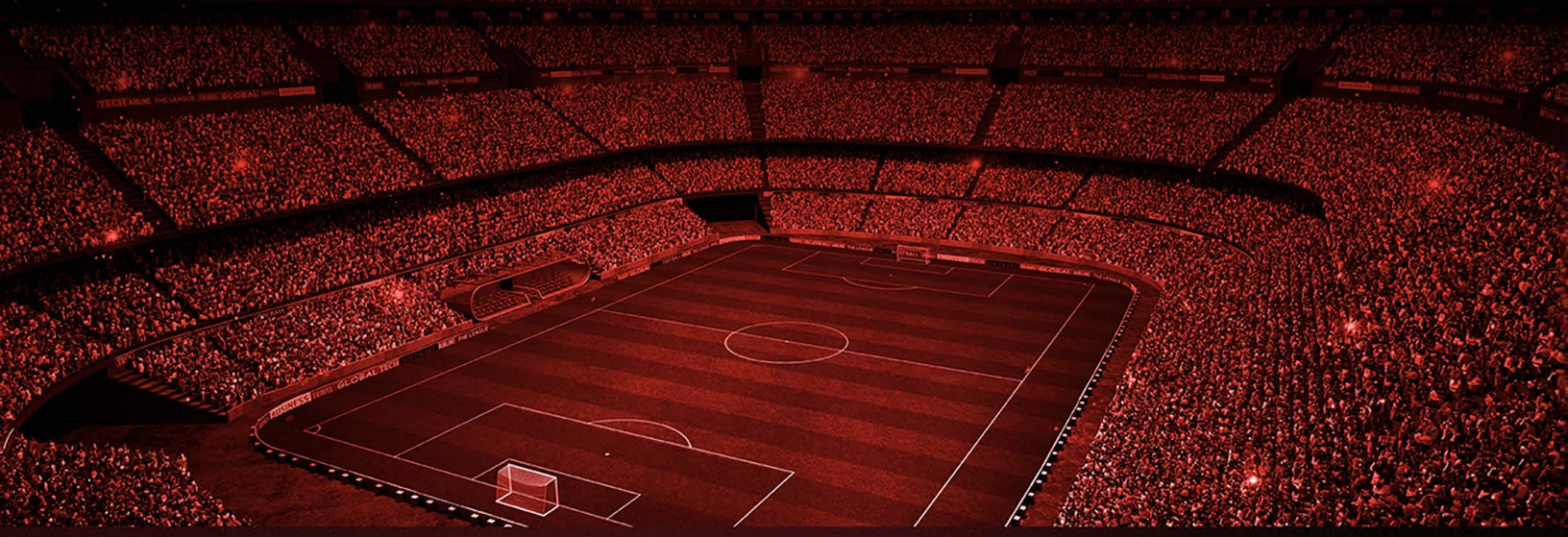


POWERING THE WORLD'S GAME AT GLOBAL SCALE.

Lenovo

How Lenovo Hybrid AI is enabling intelligence behind football's biggest moments.



A NEW ERA OF FOOTBALL STARTS HERE.

The world's biggest football tournament will be the largest single-event sporting competition on earth. It spans 16 venues across 3 countries, involves millions of participants, and reaches 6 billion fans worldwide. From the pitch to the stadium to the tournament operations, the moments that define the tournament demand real-time precision at global scale. Lenovo Hybrid AI enables AI-driven workflows across key football operations—bringing scale, speed, and efficiency to the game's biggest stage.

SUPPLYING THE TECH BACKBONE OF THE GAME.

OPPORTUNITY

Every national team competing deserves access to the same quality of performance intelligence, regardless of the size of their budget or analyst department. There was an opportunity to make professional-grade football analysis universally available, from the most well-resourced programs to the smallest national teams.

OUTCOMES

Lenovo ingests live match data to generate real-time performance insights on players, teams, and tactics for contextual understanding of specific match situations. This gives less-resourced nations the same analytical capability as the world's best-funded programs. AI levels the playing field—literally.

Delivered through Lenovo Hybrid AI Advantage™ solutions, designed for real-time performance at global scale.

OPPORTUNITY

Semi-automatic offside replay technology has transformed officiating accuracy and there was an opportunity to make that precision fully visible to fans and broadcasters by replacing generic computer-generated avatars with photorealistic, player-specific representations.

OUTCOMES

Lenovo's physical AI scanning technology captures approximately 1,200 players, generating a photorealistic digital avatar for each individual. These avatars appear in real-time offside replay graphics, so fans and broadcasters see recognizable, true-to-life player representations during every officiating review, making the precision of the decision as visible as the decision itself.

POWER TRUST THAT NEVER BLINKS WITH LENOVO 3D AVATARS.

Powered by Lenovo Hybrid AI Advantage™ solutions delivering real-time precision at the edge.

TURN EVERY FAN MOMENT INTO POSSIBILITY WITH LENOVO AI-POWERED HOLOGRAM.

OPPORTUNITY

The largest football event on earth creates moments that fans dream about, but most will experience them from thousands of miles away. There was an opportunity to bring those once-in-a-lifetime moments directly to fans, wherever they are in the venue.

OUTCOMES

Lenovo deployed large-format AI hologram kiosks at venues to let fans simulate personalized, unforgettable experiences with a downloadable image they keep forever.

Enabled by Lenovo Hybrid AI Advantage™ solutions designed to deliver immersive, real-time fan experiences.

ONE HYBRID AI FOUNDATION.

From the edge of the pitch to the data center, Lenovo is the trusted partner to bring AI into production. Lenovo Hybrid AI infrastructure, together with Lenovo Hybrid AI Advantage™ solutions, supports AI-driven moments across the tournament:

- ✓ Real-time AI inferencing at the edge
- ✓ Scalable Hybrid AI workloads across environments
- ✓ Data management for high-volume processing
- ✓ End-to-end security across all layers of operations
- ✓ Always-on infrastructure built for tournament-scale reliability

BRING GAME-DAY AI TO YOUR ENTERPRISE.

The same [Lenovo Hybrid AI Advantage™](#) solutions—built for real-time, performance, security and global scale—are ready for your enterprise.

Learn what [Lenovo Hybrid AI](#) can do for your organization >>

