

Lenovo Sports Solutions

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 NVIDIA

Modern sports go beyond matchday.

It takes the right technology to support the performance, operations, engagement and revenue generation goals of the modern sports organization.

Now that's smarter.

Technology is changing sports

An integrated, data-led approach is needed to connect performance, operations, fan engagement and revenue across teams, events, venues and digital experiences.

The sports industry is undergoing significant digital transformation.

Major organizations now operate across a series of interconnected environments with continuous events across multiple platforms. Fans expect real-time personalization and revenue is increasingly dependent on reach. Maximizing the opportunity of this new sporting field demands more digital systems, more data and more coordination.

What happens on the field is visible. What enables it is not.

This eBook outlines how Lenovo supports modern sports organizations through decades of experience delivering technology and services across complex sporting environments. It presents a connected operating model that improves decision-making, coordinates live events, delivers multi-platform content and creates new opportunities for revenue generation.

**\$27.86
billion**

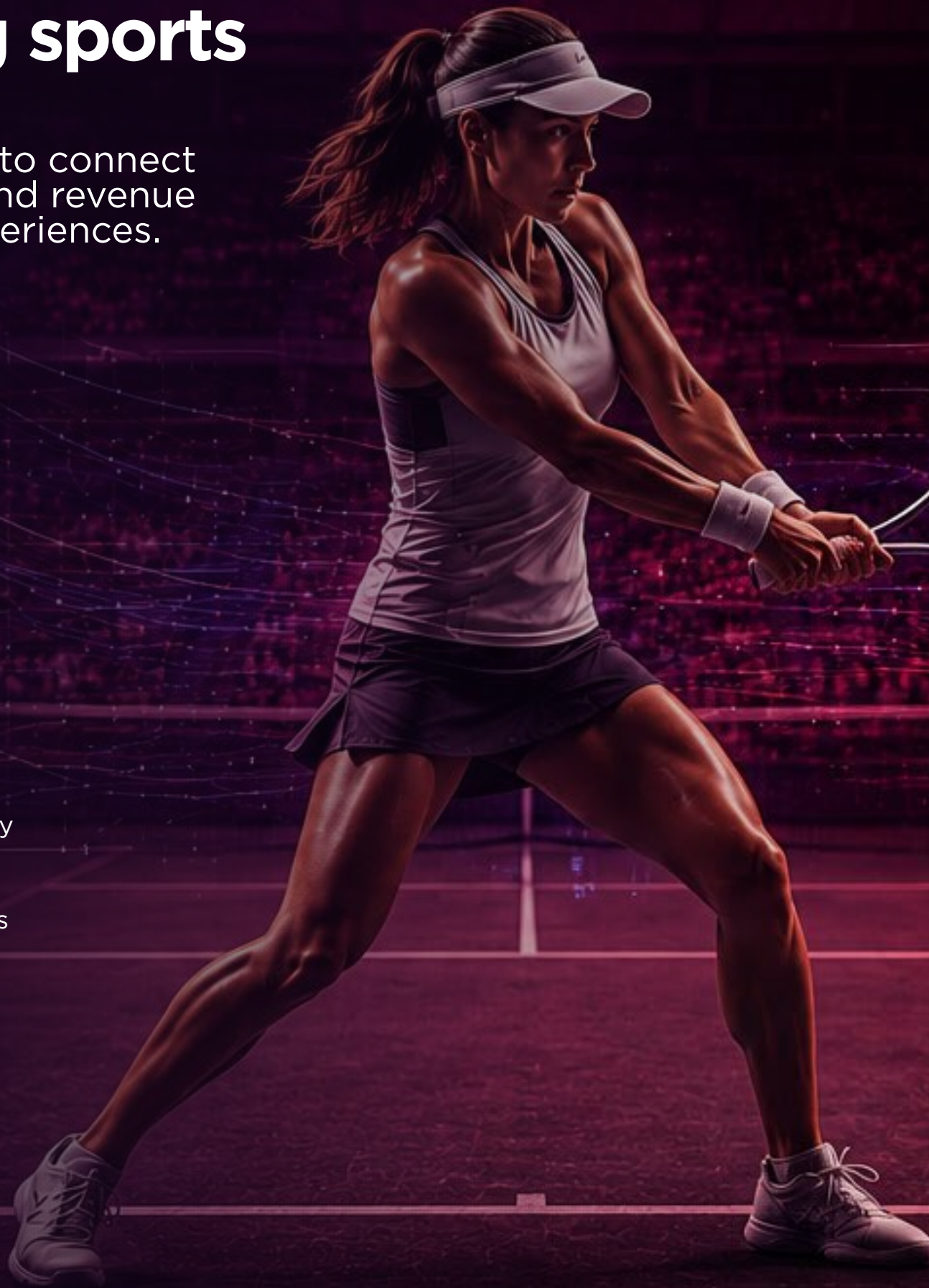
Projected global smart stadium market size by 2032 (up from \$8.35B in 2024).¹

78%

of organizations say advanced data analytics will most impact the field of play over the next five years.³

3x

The degree to which AI-enabled organizations will find it easier to commercialize content than those who aren't.²



What sporting success looks like today

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Today, sports organizations are focused on four critical outcomes. They're essential for success, but tough to achieve. Lenovo and NVIDIA help close that gap.

#FANVOTE



Performance gains

Turn data into a competitive advantage.

- Elevate athlete and team performance with smarter preparation and tactics.
- Strengthen foresight and decision-making by anticipating demand and risk.
- Enhance on-field performance through real-time visibility and response.



Operational efficiency

Enable real-time visibility and control.

- Support coordinated operational intelligence with centralized command and data.
- Unify workforce operations by connecting teams and tools across smart stadiums and venues.
- Scale and optimize resources to adapt to peak demand.



Fan engagement

Connect fan experiences across every touchpoint.

- Deliver interactive and immersive fan experiences in-stadium and remotely, with AI, AR and VR.
- Build mobile apps with real-time stats, replays and unique, personalized content.
- Improve satisfaction with Smart Stadium infrastructure for simple ordering.



Revenue generation

Enhance value with deeper connections.

- Use personalization to drive higher conversion and fan spend at scale.
- Simplify in-venue purchasing through seamless buying journeys.
- Grow digital revenue by monetizing media and content beyond the stadium.

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Lenovo and NVIDIA powers the entire sports ecosystem

Building end-to-end capabilities to support complex sports environments.

Performance gains

- Sports AI Pro for tactics.
- Athlete digital twins for load, risk.
- Player health and workload monitoring.

Operational efficiency

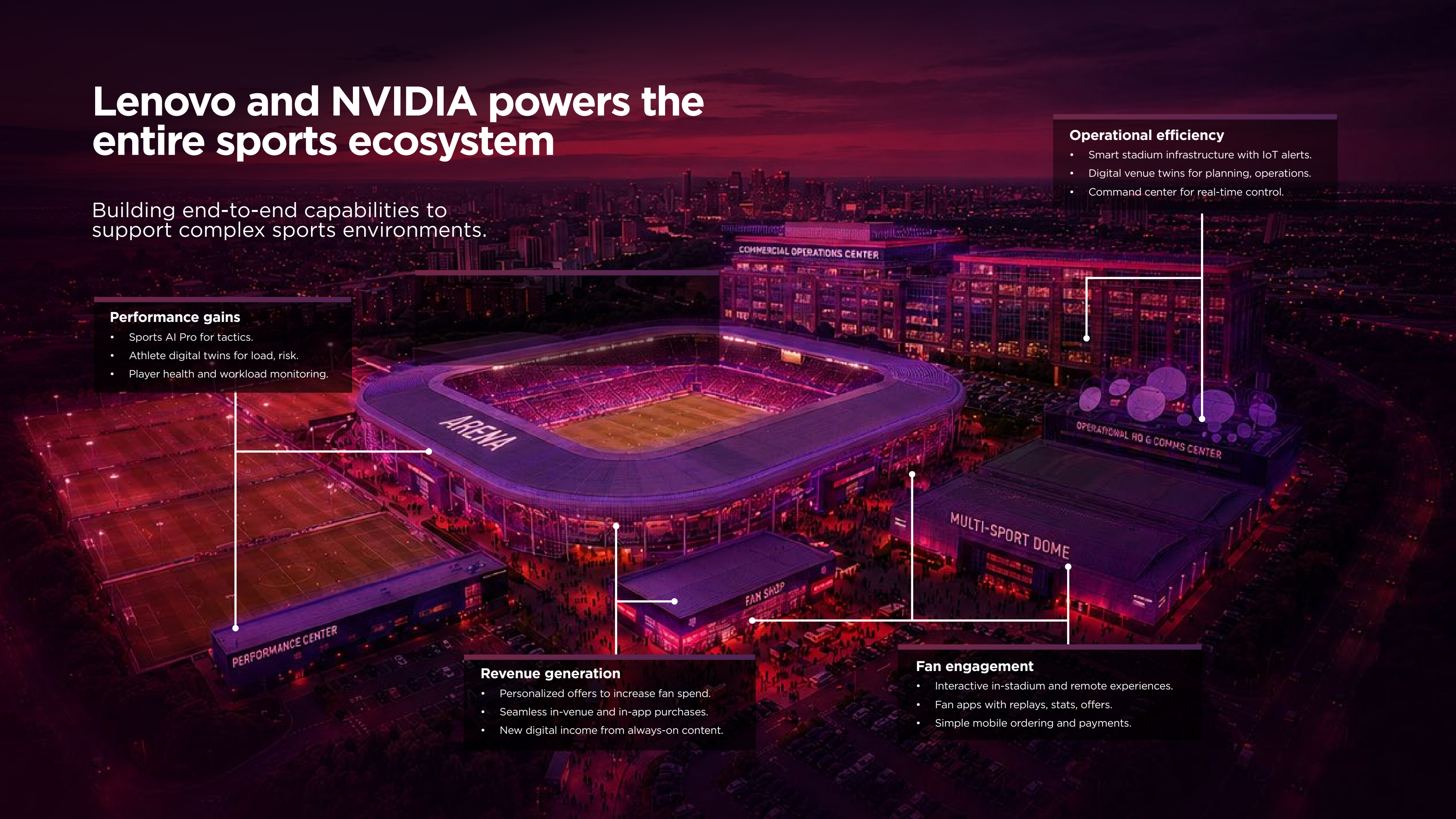
- Smart stadium infrastructure with IoT alerts.
- Digital venue twins for planning, operations.
- Command center for real-time control.

Revenue generation

- Personalized offers to increase fan spend.
- Seamless in-venue and in-app purchases.
- New digital income from always-on content.

Fan engagement

- Interactive in-stadium and remote experiences.
- Fan apps with replays, stats, offers.
- Simple mobile ordering and payments.



A connected delivery model Lenovo and NVIDIA

Gain visibility across environments, systems and teams with integrated data, workflows and solutions.

Technology to drive sporting success

Performance, operations, revenue and fan engagement are deeply connected yet often managed in isolation. By unifying AI, analytics, devices and infrastructure in a single technology foundation, Lenovo makes it easier for sports organizations to deliver consistent, successful outcomes. The Lenovo xIQ Agent Platform for Sports powered by NVIDIA connects data, workflows and solutions across the three pillars of the connected sports model. Through our partnership with NVIDIA, Lenovo helps sports organizations build the AI-ready foundation needed to connect performance, operations, media and fan engagement in real time. Lenovo brings the devices, infrastructure, services and sports technology expertise required to support complex environments, while NVIDIA brings accelerated computing and AI capabilities designed for demanding data, video and operational workloads.

Together, Lenovo and NVIDIA help customers move from isolated technology deployments to a more connected, scalable AI model. This makes it easier to turn data into action, orchestrate venue and event operations, create more valuable content and deliver richer fan experiences across the sports ecosystem.

At the same time, the model is underpinned by our devices, infrastructure and range of sports-specific technology services to help sports organizations:



Make faster, more informed decisions



Create consistent, quality fan and media experiences



Coordinate event delivery and incident response



Establish a foundation to scale operations



Create a connected operation:



Sports Operations

Reimagine venues and events with AI-orchestrated operations.



Sports Intelligence

Reinvent competitive advantage through AI-driven data & analytics.



Sports Media

Democratize broadcast-grade production and content intelligence with AI.

Transform data into decisions

Sports Intelligence combines data from fans, teams and operations to support decision-making.

55%

of athletes use big data to track performance and optimize everything from in-game strategies to training.⁴

Make better decisions, faster

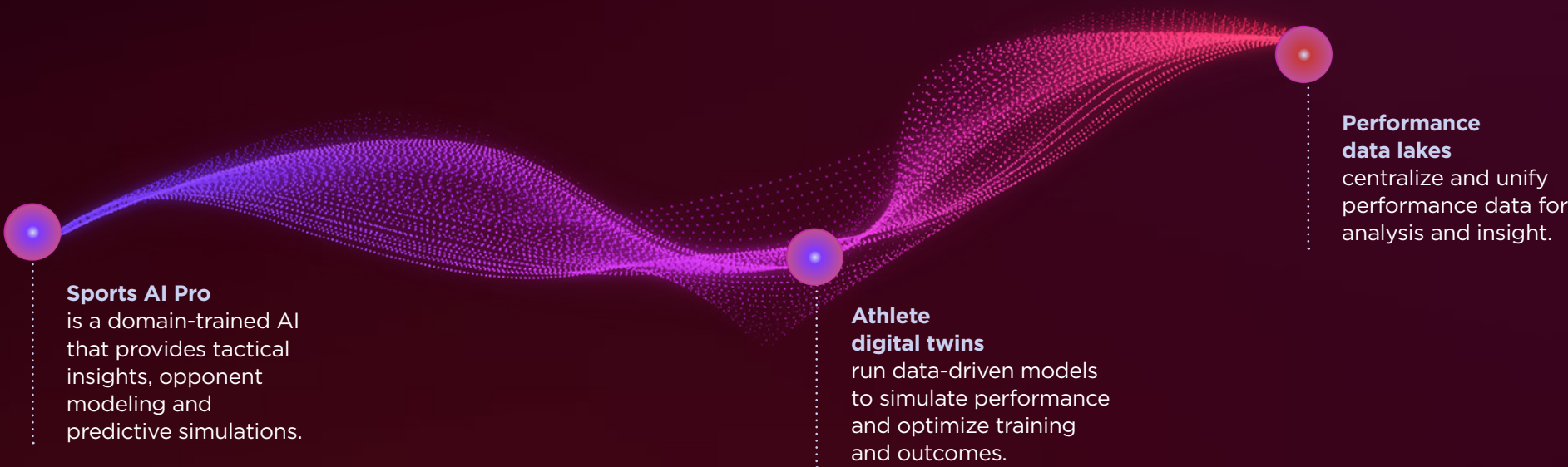
Incomplete data makes the generation of real-time insights tough, limiting the ability to predict demand, behavior and performance. Lenovo's AI-driven Sports Intelligence solutions combine datasets to create actionable insight and better decisions.

With NVIDIA-accelerated computing and AI capabilities integrated into Lenovo's broader sports technology portfolio, sports organizations can process larger, more complex datasets with greater speed and efficiency. This helps turn performance, athlete, fan, venue and business data into timely intelligence that supports better decisions across teams and departments.

This means organizations will have the potential to strengthen competitive advantage through faster analysis, improved forecasting and more actionable insights. Coaches can better evaluate tactics and athlete readiness, operations teams can anticipate demand and risk, and commercial teams can identify new ways to engage fans and grow revenue.

Athlete performance and tracking data can be brought together to support coaching decisions and optimize player and team progress, while ticket and attendance data can help adjust staffing and venue planning.

Lenovo Sports Intelligence solutions in action:



Lenovo Sports Intelligence helps deliver every key outcome



Fan engagement

Understand behavior and demand across channels.



Performance

Support training, tactics and athlete readiness.



Revenue

Forecast demand and identify new opportunities.



Operations

Anticipate capacity, risk and resource needs.

Lenovo Sports Intelligence solutions are supported by additional capabilities, such as the integration of diverse datasets, data labeling and preparation to improve AI and analytics accuracy and the development and optimization of AI and machine learning models.

Coordinate live sports in real time

70–80%

The cost saving generated from using digital twin technology.⁵

Sports Operations solutions supports event planning and delivery management.

Move beyond siloed system

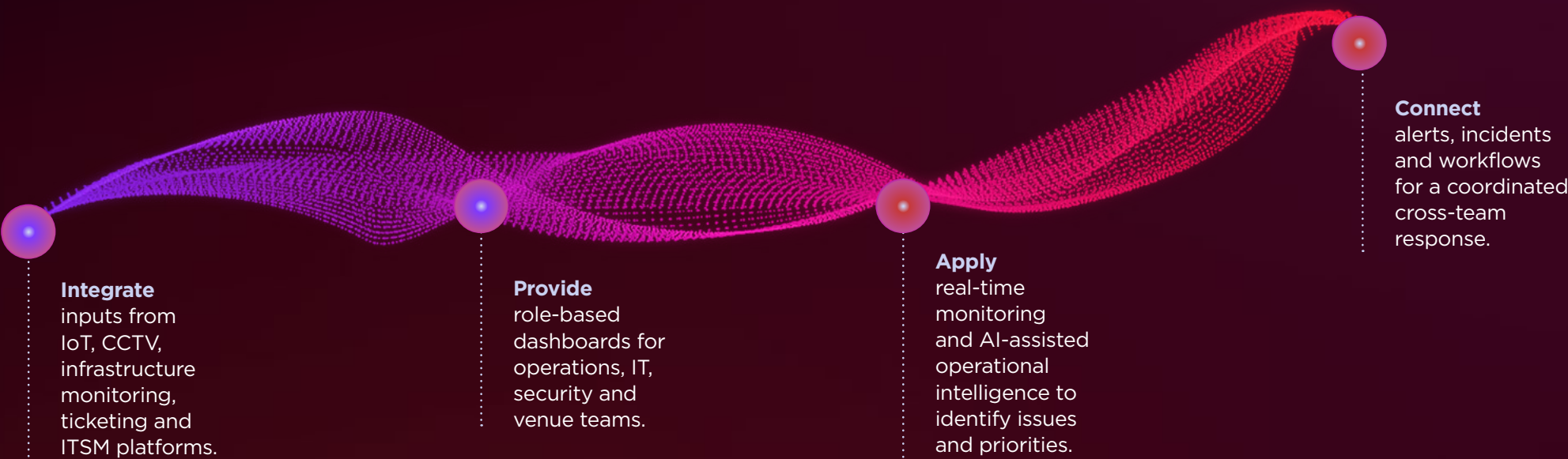
When operations take place across multiple, siloed systems, teams and locations, visibility is incomplete and coordination is doubly difficult. Step forward, Lenovo's Intelligent Command Center (ICC) solution for live operations. Every department has visibility, while real-time monitoring provides consistent oversight of venues and events.

By combining Lenovo's Intelligent Command Center capabilities with NVIDIA-powered AI and accelerated infrastructure, sports organizations can create a more responsive operating model for venues, events and distributed environments. Data from cameras, sensors, ticketing systems, infrastructure platforms and service workflows can be connected and analyzed to support faster, more coordinated decision-making.

For sports organizations, this can help shift operations from reactive issue management to proactive, AI-assisted orchestration. Venue and event teams can gain clearer visibility, identify potential disruptions earlier, prioritize response and scale operations more effectively across matchdays, tournaments and multi-venue events.

On matchdays, gain real-time visibility of entry points, crowd flow, transportation and incidents so teams can respond quickly and adjust operations as conditions change. For multi-venue events, oversight can be centralized for consistent operations everywhere.

Lenovo Sports Operations solutions in action:



Lenovo Sports Operations helps deliver every key outcome



Fan engagement

Deliver smoother events with fewer disruptions.



Performance

Manage event environments more effectively.



Revenue

Enable reliable, repeatable and scalable event delivery.



Operations

Coordinate and control multiple environments with ease.

Lenovo Sports Operations solutions are supported by capabilities for workforce and device coordination, service and incidence integration, alongside security and resilience services. Digital twins can also simulate venues to optimize layouts and for scenario planning.

Deliver content everywhere

Capture, produce and distribute multi-platform content to fans, broadcasters and partners.

44%

of sports organizations surveyed are planning to launch or expand a direct-to-consumer streaming, smart TV, smart app or OTT platform in 1-2 years.⁶

Satisfy demanding fans

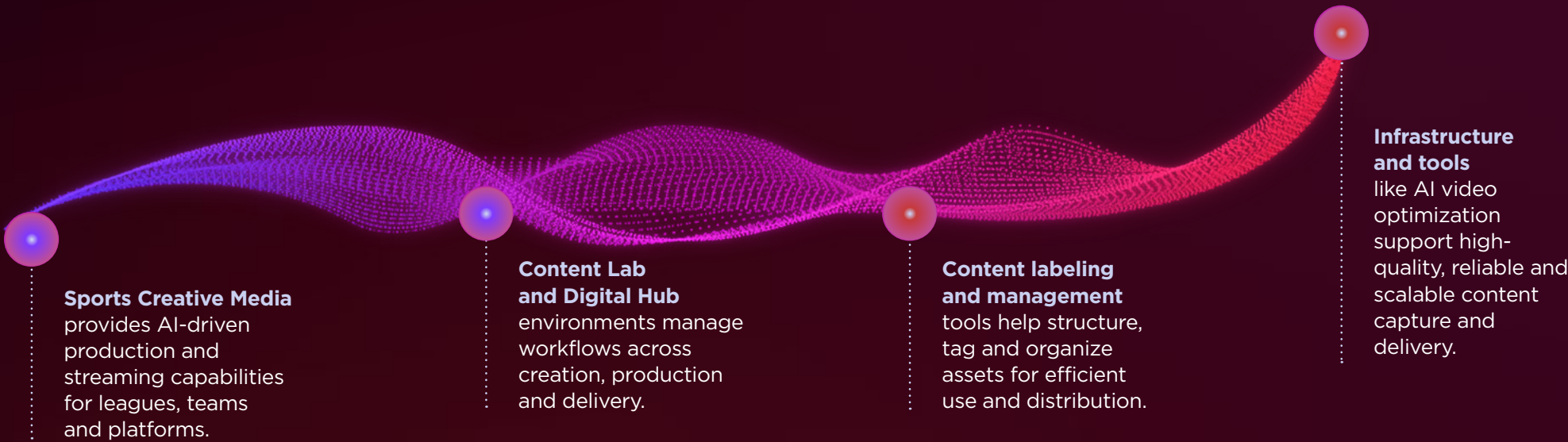
Sports content today needs to be delivered across more platforms, and in more formats, to meet significant consumer demand for stats, games, highlights and access to differentiated experiences. Lenovo's Sports Media solutions are the way for sports organizations to meet this need more easily.

Lenovo and NVIDIA help sports organizations modernize media workflows with AI-ready infrastructure, accelerated video processing and intelligent content capabilities. This supports faster capture, tagging, search, editing, optimization and distribution of content across broadcast, digital, in-venue and partner channels.

For production teams, the partnership makes it easier to create more content, personalize fan experiences and unlock greater commercial value from media assets. Teams, leagues and venues can use AI to accelerate highlights, behind-the-scenes content, intelligent replays and fan-specific experiences, helping expand engagement, sponsorship opportunities and digital revenue potential.

For live matches, provide multi-angle or behind-the-scenes content across multiple platforms in real-time. Away from the venue, you make this happen by enabling capture-to-distribution workflows to be executed more simply and quickly.

Lenovo Sports Media solutions in action:



Lenovo Sports Media helps deliver every key outcome



Fan engagement
Engage more with immersive, immediate and accessible content.



Revenue
Create new digital products, monetization models and revenue streams.



Performance
Make use of content and analysis support teams and expert staff.



Operations
Build more efficient, end-to-end production workflows.

Lenovo's Sports Media solutions are supported by additional capabilities for hybrid cloud, AI for TV production and smart media archiving. We also provide support with virtual and immersive media formats and by applying our media workflow transformation knowledge.

We support world-class sports

Lenovo's products, services and solutions already underpin huge live operations.

Why Lenovo?

Pocket-to-cloud capability

Devices, infrastructure, software, security and consulting from one trusted partner.

Proven sports expertise

Experience supporting technology operations at the world's largest sporting events.

Global reach with local delivery

Presence in 180 markets, 18 R&D locations, award-winning service and support.

Strong partner ecosystem

Integration with best-in-class ISVs for fan engagement, broadcast, operations and data platforms.

Solutions shaped to your environment

Tailored to the needs of federations, clubs, venues, leagues and sports properties.

Sustainability and lifecycle services

Asset recovery, refurbishment and efficient device management to reduce environmental impact.

Lenovo and NVIDIA partner to bring production-scale AI to the Sports industry

Lenovo's partnership with NVIDIA helps customers create a more complete path to AI adoption in sports. By combining Lenovo's global delivery, infrastructure, devices and services with NVIDIA's accelerated computing and AI capabilities, sports organizations can build environments that are ready to support real-time intelligence, smarter operations and next-generation content experiences.

Together, Lenovo and NVIDIA help customers move from AI experimentation to practical deployment across performance, operations and media. This can give sports organizations the scalable foundation, technical expertise and integrated ecosystem needed to turn innovation into measurable impact.



FIFA World Cup™

Lenovo's products, services and solutions have already delivered real-time match data and replays across 16 stadiums, ensuring VVIPs enjoyed a premium digital experience built on reliable, secure and consistent technology.

The solution is now scaling to thousands of devices for the 2026 World Cup, the biggest sporting event on earth, and showing how Lenovo supports growth, agility and performance across global events.



Formula 1®

Lenovo servers, edge devices and workstations synchronize huge volumes of real-time race data across all F1 teams, its trackside environments and its global broadcast centers. They bring reliability and instant access to vital information.

Our reliable, secure and flexible infrastructure ensures the best possible coordination right across F1's global race operations and enables F1 to deliver instant insights to teams and fans across the globe.

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Get ready to win big

Discover how a connected approach to sports technology underpins fan engagement, revenue generation, performance and efficiency across your organization.

The venues, events, teams and systems may differ, but the need to deliver the best outcome remains the same.

Lenovo's decades of experience delivering technology, infrastructure and services for some of the biggest names in sport mean we're well placed to help organizations connect data, operations and media to improve performance, strengthen fan engagement and drive revenue.

Read the Solutions Guide to explore our technology in detail.

Download now ›

Or speak to one of our sports technology experts today.

Let's talk ›

**The vision is yours.
Get there with Lenovo.**

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