



Lenovo



Lenovo Sports Solutions

The preparation behind winning results.

Bring together fan experiences, team performance, operations and revenue generation through AI-enhanced solutions built for modern sports environments. Now that's smarter.

Sports organizations need to improve performance on the field, streamline operations off it, engage with fans and create value beyond matchday.

Lenovo supports organizations, leagues, sports properties, venues and events, and investment groups through sports intelligence, operations and media solutions. These solutions improve team and operational performance, strengthen fan engagement and drive revenue generation across physical and digital environments.



Sports Intelligence

Turn data into performance gains.

- Improve athlete and team preparation.
- Support faster decisions during competition.
- Identify trends and improve planning.



Sports Operations

Coordinate live environments with real-time visibility.

- Monitor venues and workforce activity.
- Respond faster during live events.
- Improve efficiency through predictive alerts and workflows.



Sports Media

Deliver connected fan experiences across channels.

- Expand sponsorship and digital revenue.
- Create personalized fan journeys.
- Deliver real-time content and interaction.

25%

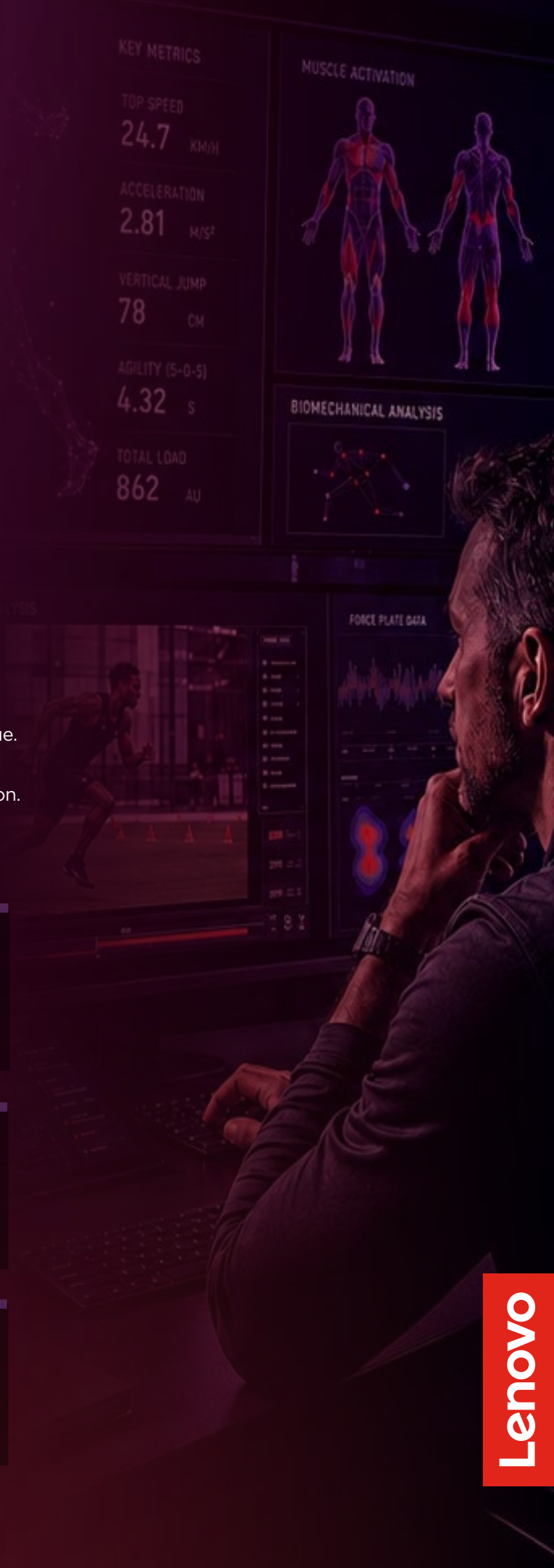
revenue boost in global sports from tech adoption.¹

78%

of organizations say advanced data analytics will most impact the field of play over the next five years.²

64%

of sports fans want personalized, AI-driven updates around matches.³



Built for better sports outcomes

The technology expertise Lenovo is known for, combined with AI-enhanced solutions and integration capabilities designed for modern sports.

Powered by Lenovo, your organization can achieve:



Performance gains for athletes and teams

Turn real-time insight into competitive advantage.



Enhanced fan engagement

Connect digital experiences across venues, platforms and live environments.



Operational efficiency across venues, smart stadiums and systems

Improve coordination and reduce disruption through real-time operational visibility.



Revenue generation

Generate revenue across sponsorship, digital channels and fan experiences.

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Why Lenovo?



Proven delivery at a global scale.

Technology trusted by sports organizations, including FIFA and Formula 1.

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 Hybrid AI Advantage with NVIDIA

Through our partnership with NVIDIA, Lenovo can help sports organizations build an AI-ready foundation for smarter performance, smoother operations and more engaging fan experiences. By combining Lenovo's devices, infrastructure, services and sports technology expertise with NVIDIA-accelerated AI capabilities, customers can connect data, workflows and content across venues, teams and digital channels. This helps organizations turn real-time insight into faster decisions, scale operations with greater confidence and create more personalized experiences for fans. Together, Lenovo and NVIDIA support the next generation of sports innovation across performance, operations, media and revenue generation.

Let's build the future of sport together.

Start a conversation about your organization's modernization roadmap now.

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

¹ Morgan Stanley, The Sports Industry's \$130 Billion Ticket, 2025.

² SportsPro, Global Sports Tech Report, 2026.

³ Capgemini, Beyond the game: The new era of AI-powered sports engagement, 2025.

