

Lenovo Sports Solutions

Lenovo

 NVIDIA

The technology behind every great performance.

Powering world-class performance,
fan engagement and venue operations
with end-to-end innovation.

Now that's smarter.

Technology is the real MVP in sports

Solutions that keep everything running, and move the game forward.

The sports industry is undergoing a period of significant digital transformation, where technology is reshaping how fans are engaged, how revenue is generated and how operations are run.

Yet many sports organizations are held back by fragmented legacy systems, skills gaps, constrained budgets and growing cyber risks.



How Lenovo and NVIDIA help sports organizations move forward

Make better decisions, adapt faster and deliver stronger experiences across venues, digital channels and major events. By bringing AI, analytics, devices and infrastructure together, we create a single foundation for more reliable delivery and clearer decision-making.

Digital twin technology can result in cost savings of

70-80%¹

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.²

Powering modern sports organizations

The connected solutions that drive outcomes

Solutions delivered across three sports domains



Sports Intelligence

This guide shows how Lenovo solutions across these three domains work together to improve fan engagement, drive revenue, boost performance and increase operational efficiency.

How Lenovo delivers outcomes

Powered by the Lenovo xIQ Agent Platform for Sports powered by NVIDIA, Lenovo connects devices, infrastructure, AI and services into integrated solutions. These solutions give sports organizations a consistent platform they can scale.



Sports Operations

Lenovo Hybrid AI Advantage with NVIDIA

In partnership with NVIDIA, Lenovo helps sports organizations extend this foundation with accelerated computing and AI capabilities designed for demanding sports environments. Together, we can support AI-ready solutions across Sports Operations, Sports Intelligence and Sports Media, helping customers connect data, workflows, devices and infrastructure more effectively. This can make it easier for teams to move from isolated technology projects to scalable AI deployment, supporting faster decisions, smarter operations, richer fan engagement and stronger commercial outcomes.



Sports Media

Where Lenovo supports your teams

Operations



Reliable IT and venues, ready for matchday.

Coaching and performance



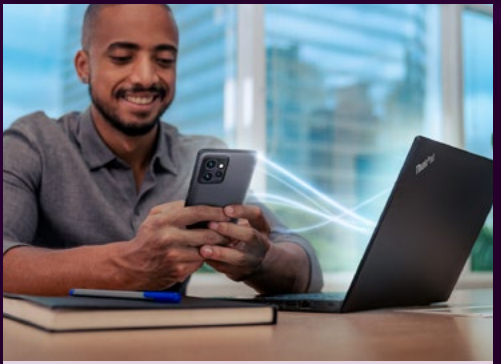
Sharper insight, smarter training, better results.

Marketing



Personalized journeys, richer content and higher engagement.

Leadership and commercial



Powering modern sports organizations.

Elevation at every level

End-to-end support for every part of your organization

Modern sport demands more than point solutions. Lenovo creates a solid foundation to improve performance, run operations more efficiently, engage fans and generate revenue.

Performance gains

Turn data into a competitive advantage.



Elevated athlete and team performance



Performance and injury risk prediction



Performance intelligence in real time



Interactive experiences in-stadium and remotely



Real-time apps with stats and content



Seamless in-venue services and ordering

Operational efficiency

Real-time visibility across operations.



Centralized operational intelligence



Connected teams and workflows



Scalable resources for peak demand



Engagement converted into revenue



Simplified in-venue purchasing



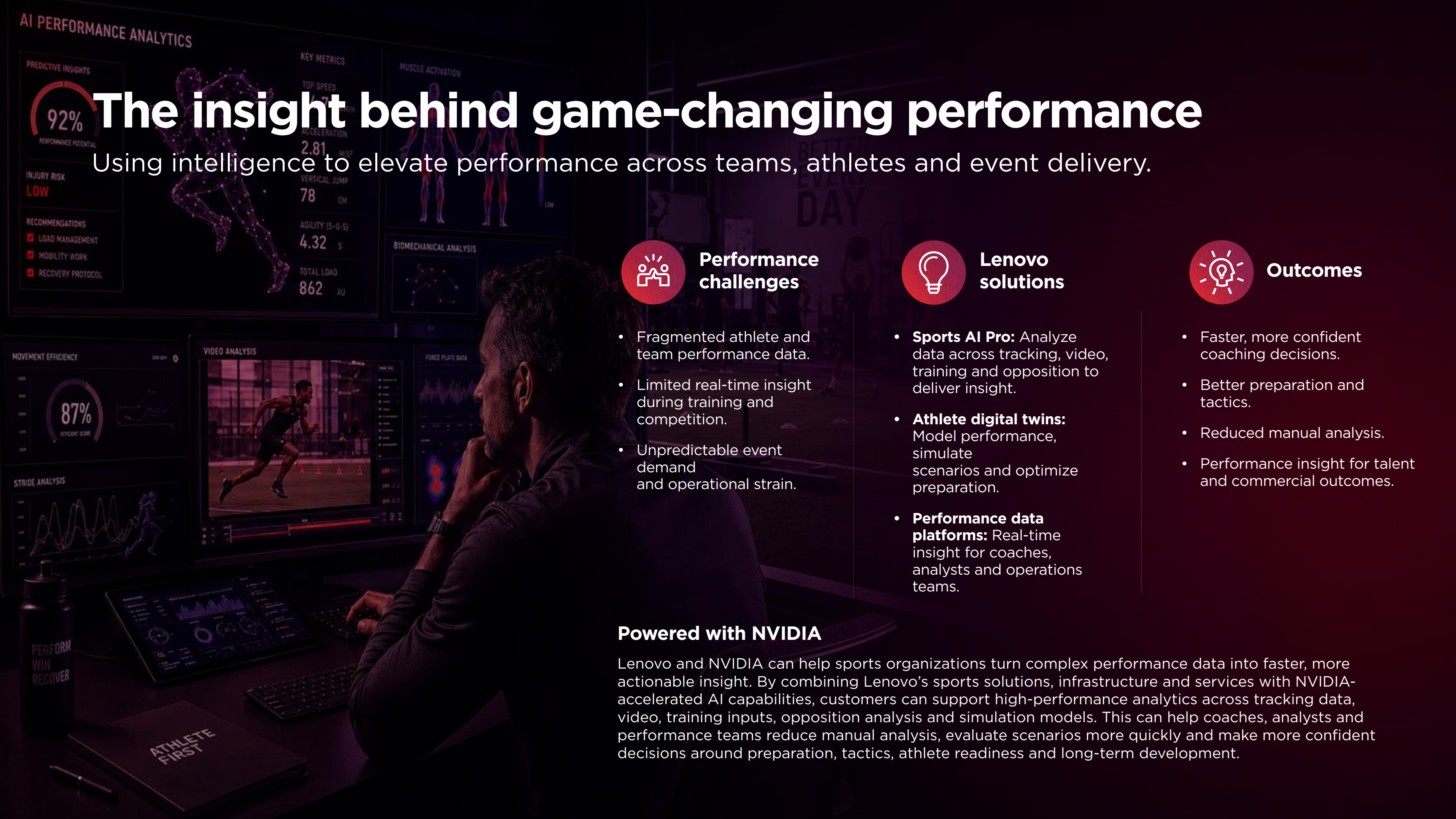
Monetized content beyond the stadium

Fan engagement

Connected fan experiences across every touchpoint.

Revenue generation

Enhance value with deeper connections.



The insight behind game-changing performance

Using intelligence to elevate performance across teams, athletes and event delivery.



Performance challenges

- Fragmented athlete and team performance data.
- Limited real-time insight during training and competition.
- Unpredictable event demand and operational strain.



Lenovo solutions

- **Sports AI Pro:** Analyze data across tracking, video, training and opposition to deliver insight.
- **Athlete digital twins:** Model performance, simulate scenarios and optimize preparation.
- **Performance data platforms:** Real-time insight for coaches, analysts and operations teams.



Outcomes

- Faster, more confident coaching decisions.
- Better preparation and tactics.
- Reduced manual analysis.
- Performance insight for talent and commercial outcomes.

Powered with NVIDIA

Lenovo and NVIDIA can help sports organizations turn complex performance data into faster, more actionable insight. By combining Lenovo's sports solutions, infrastructure and services with NVIDIA-accelerated AI capabilities, customers can support high-performance analytics across tracking data, video, training inputs, opposition analysis and simulation models. This can help coaches, analysts and performance teams reduce manual analysis, evaluate scenarios more quickly and make more confident decisions around preparation, tactics, athlete readiness and long-term development.

The coordination behind seamless sports operations

Orchestrate end-to-end operational intelligence across people, systems and venues.



Operational challenges

- Disconnected systems across venues and teams.
- Limited real-time visibility during live operations.
- Pressure to scale for peak demand.
- Cost, security and sustainability constraints.



Lenovo solutions

- **Intelligent Command Center (ICC):** Real-time visibility and coordinated response.
- **Digital Workplace Solutions (DWS) and Venue Technology Services:** Workforce coordination and device deployment.
- **Hybrid Cloud and IaaS:** Scalable infrastructure for peak demand.
- **Managed Cybersecurity:** Services continuous monitoring and risk protection.
- **Sustainability Services:** Asset recovery, refurbishment and lifecycle efficiency.



Outcomes

- Faster incident response.
- Reliable event delivery at scale.
- Lower operating costs.
- Stronger partner trust.
- Measurable sustainability progress.
- One accountable partner.

Powered with NVIDIA

Lenovo and NVIDIA can help sports organizations build more responsive, AI-assisted operations across venues, events and distributed environments. Lenovo's operational solutions can be supported by NVIDIA-powered AI and accelerated infrastructure to connect data from systems such as cameras, sensors, ticketing, IT platforms and service workflows. For customers, this can create clearer real-time visibility, faster issue detection and more coordinated response across departments. It can also help organizations scale operations for peak demand while maintaining reliability, security and efficiency.

The connection behind next-generation fan experiences

Engage your fans in a whole new way.



Fan engagement challenges

- Rising expectations for personalized experiences.
- Fragmented fan journeys across channels.
- Difficulty scaling content and interactions.
- Limited insight into fan behavior.



Lenovo solutions

- **Hybrid AI:** AI-enhanced infrastructure for faster decisions and scalable operations.
- **AR, VR and immersive technologies:** Interactive fan experiences in-stadium and remotely.
- **Fan content platforms:** Real-time stats, replays and personalized content.
- **Smart stadium infrastructure:** Seamless in-venue experiences.



Outcomes

- Higher fan spend.
- Stronger engagement and loyalty.
- Consistent experiences across channels.
- Smoother in-venue journeys.
- Increased sponsor value, progress.
- One accountable partner.

Powered with NVIDIA

Through Lenovo's partnership with NVIDIA, sports organizations can explore new ways to personalize and enhance the fan experience using AI-ready infrastructure and accelerated media capabilities. This can support real-time content, interactive digital experiences, richer in-venue journeys and more personalized engagement across channels. For customers, this means the potential to create more relevant fan touchpoints before, during and after the event. Teams, venues and leagues can use AI to support immersive experiences, tailored content, smarter recommendations and more connected fan journeys that help build loyalty and increase sponsor value.

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The engine behind more revenue opportunities

Drive conversion, spend and new revenue streams across every channel.



Revenue challenges

- Scaling monetization across channels.
- Converting engagement into revenue.
- Personalizing offers to drive conversion.
- Proving sponsor and partner value.



Lenovo solutions

- **Fan, media and data platforms:** Rights, inventory and content packaging for revenue opportunities.
- **Content platforms and AI production:** Content labeling, packaging and distribution across digital channels.
- **Retail and in-venue systems:** Pricing, transactions and purchasing optimization.



Outcomes

- Diversified revenue streams.
- Increased per-fan value.
- Higher marketing and sponsorship ROI.
- Better forecasting and decisions.
- Scalable commercial platforms.

Powered with NVIDIA

Lenovo and NVIDIA can help sports organizations turn engagement, content and data into new revenue opportunities. By combining Lenovo's connected sports solutions with NVIDIA-accelerated AI capabilities, customers can support smarter content packaging, more personalized offers, improved forecasting and more scalable commercial platforms. This can help organizations increase the value of media assets, sponsorship inventory, fan data and in-venue experiences. With the right AI foundation, sports businesses can identify new monetization opportunities, improve conversion and create more measurable value for partners and fans.

Trusted on the world's biggest stages

How Lenovo supports world-class performance

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

Through our partnership with NVIDIA, Lenovo gives sports organizations a stronger foundation for AI adoption across performance, operations, fan engagement and revenue generation. Lenovo brings the end-to-end infrastructure, devices, services and global delivery model, while NVIDIA brings accelerated computing and AI capabilities designed to support data-intensive and media-rich workloads.

Together, Lenovo and NVIDIA help customers modernize with greater confidence, moving from AI experimentation to practical deployment. This supports a future-ready sports environment where organizations can make faster decisions, run smarter operations, create richer fan experiences and unlock new commercial value.



The challenge

FIFA is under huge pressure to deliver smooth operations during one of the world's biggest sporting events. That's why football's world governing body needed a premium, digital experience that was reliable, secure and consistent across stadiums and broadcasting demands.

Our role

Lenovo's products, services and solutions delivered real-time match data and replays across 16 stadiums, ensuring VVIPs had a premium experience every time.

Outcome

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



The challenge

Formula 1 needed a reliable, secure and flexible infrastructure to coordinate global race operations.

Our role

Lenovo servers, edge devices and workstations synchronize huge volumes of real-time race data across teams, trackside environments and global broadcast centers.

Outcome

F1 delivers instant insights for teams and fans while improving reliability.

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Let's build the future of sport together

Start a conversation about your modernization plans.

Get in touch today.

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1. Deloitte, The future of product development is model-based, 2024.
2. Stats Perform: Sports Fan Engagement, Monetisation and AI Trends 2026.