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Supponor and TGI partner to accelerate commercialization of Broadcast-Ready Virtual LED solutions in Tier 1 Sport

London, UK and Krefeld, Germany – February 08, 2018. Supponor (www.supponor.com), the market leading virtual advertising replacement technology specialist, and TGI (www.tgi-europe.de), the LED partner of choice to many of the world's top sports rights owners, today announce their strategic partnership to deliver a broadcast-ready Virtual LED advertising solution for major sports events across the world.

Supponor's award-winning virtual replacement technology solutions have been used in a number of sports and markets, including in LaLiga in Spain, the National Hockey League in North America and Serie A in Italy. With Supponor, rights owners and their broadcast and commercial partners can deliver more engaging and relevant messaging to different fans around the world through the power of Augmented Reality.

TGI is a leading LED technology partner to many of the world's top sports clubs, rights agencies and competitions in Europe and the USA, including FC Barcelona, Manchester United, Manchester City, Liverpool, Juventus, Mediapro, UEFA and many more. TGI also supplies unrivalled software management platforms for sports plus a wide range of unique fan engagement tools to help clubs, agencies and rights holders optimize their brand exposure, engage their fans and generate substantial additional revenues.

TGI's worldwide commercial operations along with its global technical resources will help Supponor scale the deployment of its technology solutions. Integrating Supponor's virtual solutions with TGI's LED technology will significantly increase the availability of proven, broadcast-ready virtual LED replacement in top tier sports around the world.

"The addition of TGI to Supponor's LED Partner Program is an important milestone providing the sports market with more choice and availability of the highest quality LED systems, including UEFA approved systems, integrated with Supponor's tech. TGI now joins our founding partner ADI (www.adi.tv) in offering the industry leading perimeter TV-visible LED signage for a superior in-stadium experience, along with visually authentic virtual overlays targeted at different audience segments," commented James Gambrell, Supponor's CEO. "TGI's unwavering commitment to quality and service is perfectly aligned with Supponor's broadcast quality, market-deployed technology and dramatically increases our ability to service our clients and partners at a greater scale and cost efficiency."

"The market has come a long way in both perception and reality since we deployed with ADI the first fully virtual perimeter LED system in an English Premier League club in 2016, adding to our existing static in-stadium signage solutions in commercial deployment since 2013 working with our partner, Mediapro, in Spain's LaLiga. Supponor continues to demonstrate its commitment to innovation and market growth by delivering multiple signage form factors with its growing partnership program



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further distancing ourselves from other pre-market technologies which remain perpetually “almost ready.” Joining forces with TGI further demonstrates that Supponor only partners with the best-in-class as it seeks to accelerate the commercial adoption of the only commercially deployed 3rd generation virtual overlay technology.” added Gambrell.

Rusty Lawrence, TGI’s Managing Director, said, “TGI already has an unrivalled customer base in top tier sports including Football, Rugby and Cricket – but we have even bigger ambitions. We’ve been evaluating virtual overlay technologies for quite some time and know that Supponor is the only company which has been able to deliver on the market hype - even in the most demanding, real world physical environments in live broadcasting. Our industry partners and clients are excited to take advantage of Supponor’s first mover advantage and TGI’s market presence to take our combined offering to market now rather than continuing to wait for the promise of alternative technologies which seem further away now than they were in the past.”

Charlie Marshall, Supponor’s COO added, “The market for virtual advertising replacement is becoming more active with a number of developing providers trying to convince the market with early stage solutions. For our clients, an operationally ready virtual LED solution must not restrict the use of any artwork, color combination, play-out or any other quality compromises which could damage the authenticity or value of the broadcast. Sponsors, clubs, the leagues and the fans themselves, simply will not tolerate any technologies which struggle to deliver a consistent quality experience as they cannot survive in the demanding world of high quality broadcast standards.”

Marshall continued, “The only way for top tier sports rights owners and broadcasters to employ virtual overlay is to deliver a top-quality solution which, just like other broadcast technology, requires a combination of software and hardware technologies working together in tandem. Supponor’s use of high grade opto-electronics ensures that broadcast quality is maintained for the broadcasters while our signage partners, such as TGI, are rapidly reducing the technical and logistical barriers to in stadium adoption. Supponor will not migrate to so-called ‘non-intrusive’ technologies until they are market ready, as we will not compromise our position as the market leader and quality standard-bearer.”

About Supponor

Supponor pioneered and is the clear market-leader in delivering virtual replacement technology of TV-visible signage for real-time broadcast and streaming of in-venue sports advertising. Our advanced technology delivers the most powerful and impactful brand activation in broadcast sport by integrating powerful augmented reality overlays with traditional broadcast quality solutions. This dramatically enhances the value of media and marketing rights for mass-audience sporting events for sports rights holders and their brand sponsor and broadcast partners.



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As a pure-play technology solutions provider, Supponor has over 15 years of experience in research, development, testing, integration and commercial deployment. Supponor has commercially deployed its virtual advertising replacement solutions at hundreds of live broadcast events across 10 major broadcast territories in co-operation with a broad range of market stakeholders in Football, Ice Hockey, F1, American Football, Basketball and others Tier 1 Sports.

Supponor is based in London and Helsinki, and is backed by leading VCs and institutional investors and is supported by the European Union's Horizon 2020 program.

About TGI

Established in 1997 TGI is a global, 360 degree, creative and digital solutions provider trusted by the world's premium sporting organizations and brands. We sit in the sweet spot of connecting brands with fans in engaging ways!

TGI believes that sports venues are home to some of the most committed sports fans who want digital content and connectivity to fuel their conversations and social connections.

TGI is the undisputed world leader for high end LED perimeter solutions. Apart from that TGI also supplies unrivalled software management platforms for sports events plus a range of unique fan engagement tools to help clubs, agencies and rights holders optimize their brand exposure, engage their fans and generate substantial additional revenues.

TGI's headquarters are in Chicago and its European headquarters are in Dusseldorf, Germany and its technology center in Muenster from where we service all of our worldwide installations and operate more than 150 matches per year for the UEFA.

Apart from its two main offices in the US and Germany TGI has a highly qualified partner network that allows TGI to operate worldwide.

TGI's client and partner base includes organizations like Manchester United, FC Barcelona, Manchester City, Juventus FC, Liverpool FC, Mediapro, La Liga, UEFA and many more.

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