

Organizers

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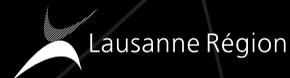
1<sup>st</sup> and 2<sup>nd</sup> February 2017  
SwissTech Convention Centre in Lausanne

# accelerate

Connecting Sport & Innovation

Partners

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**ACCELERATE**, organised by **AISTS**, **Innovaud** and **CVCI** in collaboration with **WAN-IFRA**, **EPFL+ECAL Lab** and **Stockholm School of Economics**, is an exclusive innovation and sports workshop. The main goal of ACCELERATE is to address the specific needs in sport through a platform connecting sport organisations to innovation actors, as well as through various innovation initiatives.

The very first ACCELERATE workshop took place on 1<sup>st</sup> of October 2015 and received very positive feedback, as well as expressions of interest for future editions. Given the growing challenges to engage actively and successfully with spectators today, the second edition of ACCELERATE will look at this sector in more depth, with a special focus on the future of media and sport news in the context of international sport organisations.

To better understand the specific needs of sport and media, a study with International Sport Federations, the International Olympic Committee and various media experts has been conducted prior to the 2017 ACCELERATE Workshop. The results of the study have been used to select ground-breaking start-ups, speakers and moderators to contribute to this edition of ACCELERATE.

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The **AISTS** (International Academy of Sports Science and Technology) was founded in 2000 by the International Olympic Committee, EPFL, University of Lausanne, University of Geneva, IMD Business School, Ecole Hôtelière de Lausanne, City of Lausanne and Canton of Vaud. A not-for-profit foundation, the AISTS is committed to professionalising sports management through continuing education, applied research and an engaging platform for industry connections.

**Innovaud** is the access key to innovation in the Canton of Vaud. Offering free of charge support for startups, scale-ups and SMEs, Innovaud is focused on technology-based innovations. Support includes financing, access to innovation parks, coaching and promotion/networking. Innovaud helps innovative companies in Life Science, Information and Communication Technology, Precision Industry and Cleantech.

The **CVCI** (Chambre Vaudoise du Commerce et de l'Industrie) is an independent association that represents companies from all economic sectors and whose aim is to defend their political interests. It provides numerous services, among which networking opportunities, training and access to firsthand economic information.

**International Scientific Partners:**



# SESSIONS WITH START-UPS

## Wearable Technology

Moderator: **Pierre-Jean Wipff**, Innovation Advisor, Innovaud

**Gait Up** provides best-quality motion analysis solutions combining smart sensors and biomechanics with wearables that rival accuracy of legacy motion labs. Gait Up SA is a spin-off of the Swiss Institute of Technology of Lausanne (EPFL), with world leading scientific expertise in human movement sensing, trusted by 80+ customers in 16 countries worldwide.

**GPST** develops geolocation systems to collect and transmit in real time a precise positioning of the athletes and their physiological data. Smartphone Applications are designed to reproduce graphically and virtually live sports events with detailed information from each athlete.

**Turnpike Group** has developed a Wearable/Internet of Things Platform specialized for sport, with the intent of bringing fans and clubs closer together. Using state of the art technology, Turnpike opens up a new range of usability features suitable for all clients with large user/fan bases.

## Content Creation

Moderator: **Benoit Curdy**, Secretary General, Global UTM Association

**Alogo Analysis SA** is a Swiss incorporated company active in sports analytics developing novel statistics for equestrianism that increase spectator engagement and educate people on the sport through televised and onsite live advanced statistics.

**Finity** offers Media Intelligence with the right content and tools to engage the audience on an ongoing basis and during events. It enables to listen to any topic across millions of online publications, blogs and social media conversations. It helps to understand real-time trends, extract insights and engage with communities wherever they are.

**Kapaw** is a media company for a mobile-first generation. Creating daily stories that are distributed across a variety of social platforms, Kapaw aims to help its generation get a deeper understanding of the world.

**Second Spectrum** is the world leader in building machines that understand sports. Second Spectrum leverages the machine understanding (computer vision, machine learning, big data) to provide a full suite of products and solutions – constantly innovating to create new forms of information, interaction, immersion and personalization.

**Teeyu** is a short-video mobile platform where users can challenge each other into entertaining and memorable sports moments. Users are free to create and share challenges with their friends based on certain characteristics, e.g. performance, memorable and/or funny moments, and even creative moments.

## Enhancing Fan Experience

Moderator: **Simon Johnson**, Business Coach, EPFL Innovation Park Foundation

**Adventures-lab** creates fun, interactive and instructive Augmented Reality (AR) experiences for people from 5 to 99 years old. Adventures-lab develops a set of physical supports that become alive in 3D through a tablet or a smartphone to convey new knowledge to the users.

**Illusonic** is a science and research driven company with unique competence related to using acoustic and psychoacoustic knowledge for optimizing audio signal processing. Illusonic provides high quality and mature solutions for directive, surround, and 3D sound recording, as well as immersive and VR sound rendering techniques for cinema and consumer applications.

**Panoptic LLC** develops omnidirectional vision technologies targeting real-time high-resolution imaging systems that provide 360° field of view for virtual reality and broadcasting. Panoptic transforms data gathered by sports into many different forms to improve spectator engagement.

**Triple / Beyond Sports** is a technology company who understands media and sports. It transforms data gathered by sports into many different forms, for example fan engagement on mobile or training of athletes in Virtual Reality.

**VOGO** is a leader in mobile technology products offering a compelling media experience for in-venue spectators. VOGO SPORT is an application for mobile devices that enables immersive and enhanced viewing of live stadium sports and other arena events.

# ACCELERATE PROGRAMME

## Wednesday 1<sup>st</sup> February 2017

- 18.30** Welcome by Canton of Vaud and City of Lausanne, Innovaud, AISTS
- 18.45** Panel Discussion with Experts
- 19.30**  Cocktail Dinner

## Thursday 2<sup>nd</sup> February 2017

- 8.00**  Welcome Coffee
- 8.30** Results of Interviews with IFs & Media
- 8.40** "Developing Technology for Sports-TV" - **Steinar Bjørlykke**, Head of Technology & Development, NRK Mid-Norway
- 9.05** "New digital developments in sports and fan engagement" - **Robert Overweg**, Director, Triple/Beyond Sports
- 9.20** "User Experience" - **Nicolas Henchoz**, Director, EPFL+ECAL Lab
- 9.30** IFs Specific Needs
- 9.45**  Networking Break
- 10.15** Parallel Sessions with Start-ups
- 11.15**  Networking Break
- 11.45** Wrap-Up and Closing
- 12.15**  Buffet Lunch

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