



THE 'INNOVATION GAME'



infront
LAB
|





THE 'INNOVATION GAME'

Leveraging their relationships with leading sports tech companies, Infront Lab and 1. FC Köln collaborated to select 19 tech companies to showcase their technologies as part of the Telekom Cup 2022 'Innovation Game.' The game allowed the German football club to conduct one year's worth of tech evaluations in a congregated manner while nurturing their loyal community of fans.

The technologies allowed for all around improved fan experiences for fans at home, on their mobile and at the venue.

After testing the technologies, fans were able to provide 1.FC Köln with feedback to help the club decide which technologies to implement in the near future.

Some of our partners



MINDFLY



RevoIMatic



SIZZLE



Videoflow



Too Good To Go



MIRRIAD



MAGENTA
SPORT





THE 'INNOVATION GAME'

On July 16, 2022, during a friendly match against Italian Champion AC Milan, fans used a custom built web app to select their journey based on how they're watching: in stadium, on TV or via mobile.



In-Stadium

- Contactless entry
- Queue optimization
- Sustainable food and drink
- Exclusive highlights & data



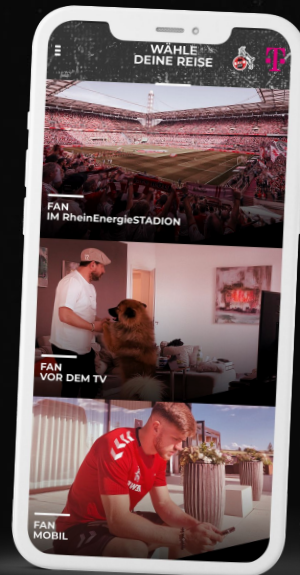
TV

- Exclusive highlights
- User generated highlights
- Augmented infographics
- Unique streams & camera angles
- Wired players
- In-stadium UGC



Mobile

- Unique streams & camera angles
- Twitch live show
- Watch parties
- Exclusive highlights
- User generated highlights
- Augmented infographics





THE INNOVATION GAME

The 'Innovation Game' had an immediate, resounding effect for 1. FC Köln.

95m

Fans reached on social media in a matter of days with 'Innovation Game' content

100k

New followers across social media in one weekend

60k

Fans logged on to the game-specific web app

+25k

Tested the various technologies on the app

4k

Fans provided feedback





THE 'INNOVATION GAME'

"It was vital to get feedback from the supporters afterwards. We have learned a lot from the match and how we will handle the new technological advancements going forward, which will help us a lot going forward in the future."

LARS HOSTMANN
CORPORATE DEVELOPMENT INNOVATION PROJECT MANAGER





THE 'INNOVATION GAME'

Want to learn more about the Innovation Game
and partnership opportunities with Infront Lab?

Contact the Lab today.

