

Swiss Tennis' "Securitas Pro Cup" partners with Virtual Advertising Provider uniqFEED to Digitally Enhance in-Stadium Advertising

Swiss Tennis has partnered with virtual advertising solutions provider uniqFEED, who will deploy their technology at the Securitas Pro Cup, a three-day event which is to take place at the Swiss Arena in Biel/Bienne from 24th to 26th of July, 2020.

The team at uniqFEED are seasoned professionals when it comes to providing virtual advertising for court sports, having worked at high-tier tennis, badminton and table tennis events around the world and are delighted to be partnering with Swiss Tennis.

For Swiss Tennis, the attraction of uniqFEED's technology lies in the plug-and-play nature of uniqFEED's software solution. With virtual advertising still being a relatively new technology, most providers require costly adaptations to be made to in-stadium hardware, existing advertising boards and even cameras in order to deploy the solution. By contrast, uniqFEED uses software to virtually insert new content, and only the isolated camera feed is required to deploy the solution. New advertising content can be virtually inserted, and the different sponsors' ads can be rotated throughout the game, meaning that multiple brand messages can be displayed without the need for costly additional hardware.

With uniqFEED's virtual advertising solution, Swiss Tennis has the potential to showcase a greater number of brands and sponsors and virtually rotate their respective brand messages throughout the event, giving Swiss Tennis the opportunity to attract more sponsors.

Silvan Poltera, who is responsible for sponsoring at Swiss Tennis has said:

"We are delighted to be working with uniqFEED for the Securitas Pro Cup. This unique format gives us the opportunity to test the new technology and offers additional value to our partners."

This year's Securitas Pro Cup will feature players from both the Swiss Fed Cup and the Davis Cup teams. Taking part in the event will be tennis legends Martina Hingis and Patty Schnyder, world number 8 Belinda Bencic and Henri Laaksonen, the third highest ranking Swiss player after Roger Federer and Stan Wawrinka.

About uniqFEED and Virtual Advertising

uniqFEED provides virtual advertising solutions for live sports, helping connect brands and fans and reaching audiences in their own homes, in their own languages, with brand messaging that is familiar and compelling.

Using the power of computer vision technology, and with no expensive or intrusive hardware required, uniqFEED's proprietary AdApt software allows for augmented

content to be inserted or overlaid onto existing perimeter advertising boards at sports venues. As a result, different geographical regions and audiences can be targeted with more relevant and engaging advertising content.

uniqFEED is the undisputed industry leader of virtual advertising for court sports with the capability to support multiple cameras and remote production. In 2020 uniqFEED is also making its first moves into the Baseball market in the US.

About Swiss Tennis and the Securitas Pro Cup

Swiss Tennis is the national federation for the development of tennis in Switzerland and central and service provider for over 52 000 licensed tennis players, 900 member clubs and centers and its 19 regional associations across Switzerland. The Securitas Pro Cup is to take place at the Swiss Tennis Arena in Biel/Bienne from 24th to 26th of July 2020. Two Swiss national teams will compete against one another, including both men's and women's divisions. The matches will be shown on Swiss TV channels SRF, RTS, RSI or via livestream on swisstennis.ch. On the first day the best Swiss juniors, who are all ranked within the top-25 in the world, will compete for two qualifiers spots in the men's field.

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