

## uniqFEED expands its presence within the sports industry to the Olympic Capital of Lausanne

**July 2020:** On August 1<sup>st</sup>, 2020, the annual Swiss National Day, uniqFEED will extend its geographical reach further still by joining SportWorks at the Maison du Sport International (MSI) in the Olympic Capital, Lausanne.

This new development is an important move strategically for uniqFEED as the organization continues to grow and expand into new sports markets such as baseball and football, and further develops its product to cater for additional sports. A presence in the Olympic Capital will, therefore, be invaluable for facilitating conversations, knowledge transfer, and relationship building with key industry players and influencers.

The Lausanne area is home to the headquarters of the International Olympic Committee (IOC), the Court of Arbitration for Sport and 59 International Sports Federations including Fédération Internationale de Basketball (FIBA), Union des Associations Européennes de Football (UEFA), and the International Golf Federation (IGF). On July 23<sup>rd</sup>, 1994 Lausanne was also given the title Olympic Capital, as an affirmation of the city's status as the epicenter of international sport.

uniqFEED joins SportWorks, the only dedicated coworking community for sports business professionals, including sports technology organizations, agencies, and research institutions based in the Maison du Sport, which is home to 23 of Lausanne's 59 international sports federations.

Lukas Gysin, CEO and founder of uniqFEED is delighted with the organization's continued expansion to new regions, saying:

*"Having a presence in Lausanne will be essential for uniqFEED as we continue to expand our technological capabilities beyond racket sports and into new markets. The potential capabilities of the technology are huge, and the network at SportWorks is broad and diverse. We look forward to many interesting and valuable conversations with our new colleagues."*

Tatiana Ghigonetto from SportWorks is thrilled that uniqFEED has joined the community.

*"SportWorks offers a coworking space and a collaboration platform for sport business professionals and diversity is key to successful collaborations and value exchange, therefore an innovative company like uniqFEED is a valuable addition to the community."*

uniqFEED is to become one of several sports-technology organizations at SportWorks, but the only one working in the area of virtual advertising. The technology, which allows virtual content to be digitally inserted or overlaid on existing advertising space at sports venues, increases the sponsorship inventory of a single live game, allows advertising to be targeted geographically, and unlocks opportunities for smaller or more

geographically focused brands. uniqFEED also works with brands and sponsors, offering support and guidance on how they can utilize virtual advertising technology to expand their sponsorship portfolio. In times of uncertainty and global struggle within the sports eco-system, uniqFEED's technology offers a solution to positively impact all relevant stakeholders.

### **About SportWorks**

SportWorks is the co-working community for sport business professionals based in the heart of the Olympic Capital in the prestigious Maison du Sport International. SportWork's mission is to create an environment in which members have the opportunity to develop their knowledge, their network, and their partnerships.

### **About uniqFEED and Virtual Advertising**

uniqFEED provides virtual advertising solutions for live sports, helping connect brands with fans and reach 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.

### **For more information contact:**

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