

uniqFEED Shortlisted for Sports Technology Awards, 2022

February, 2022: uniqFEED announces today that the company has been shortlisted for the 2022 Sports Technology Awards in the Broadcast Technology category for its virtual advertising software solution – AdApt. The Sports Technology Awards seeks to distinguish the companies leading the way in sports tech innovation.

uniqFEED's AdApt solution enables existing physical advertising in sports venues to be replaced with virtual content or for new virtual content to be placed onto empty space such as the playing field. As a result, regional broadcast feeds can be augmented with unique virtual content targeted to each geographical market. The solution is based on computer vision, AI, and machine learning algorithms that allow uniqFEED to deploy an entirely software-based solution to its clients and partners, requiring no additional intrusive hardware such as camera adaptations, special LED boards, or calibration markers. This new approach provides a simpler solution for rights holders and broadcasters, requiring no interference with the event set up or the production of the live event.

The Sports Technology Awards is recognized as the leading, international mark of excellence in sports technology, celebrating companies in tech-led innovation around the world. The award ceremony is to take place at The Londoner on London's Leicester Square on May 12th, 2022.

About uniqFEED

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt software allows virtual content to be inserted into a live sports broadcast feed. This winning formula allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds.

About The Sports Technology Awards

The Sports Technology Awards, founded in 2014, recognize excellence in technology-led sports innovation. The awards consist of 19 categories spanning across the sports industry. 50 experts judge the entries each year ahead of the award ceremony in May.

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