

uniqFEED partners with Swiss-Ski to bring virtual advertising to Snow Sports for the first time at the 93rd International Lauberhorn Ski Races

January 2023: Swiss-Ski is blazing a trail for new technologies in snow sports, having partnered with virtual adtech company uniqFEED to deploy virtual advertising overlay technology at the 93rd International Lauberhorn Races on the 14th of January.

During Saturday's Lauberhorn Downhill race, uniqFEED replaced physical signage with virtual logos of some of the main event sponsors BRACK.CH and Sunrise. The virtualized feed was broadcast live on Swiss television channel SRF zwei. Swiss-Ski's motivation for utilizing virtual advertising technology is to pioneer the use of innovative new solutions in skiing and other winter sports. This event also allowed Swiss-Ski to showcase the commercial opportunities enabled by the technology to its sponsors and advertising partners.

The Lauberhorn Ski Races is one of the biggest events in the annual snow sports calendar, now in its 93rd edition. The downhill course is the longest in the world at over 4.4km, offering considerable sponsorship real estate to Swiss-Ski and its partners. This year, the live television broadcast on SRF zwei attracted 1.09 million viewers in German-speaking Switzerland.

Hannes Hofer, Head of World Cup Marketing at Swiss-Ski commented on the deployment:

"We were delighted to partner with uniqFEED for this event. The team at Swiss-Ski has always been keen to take advantage of new and innovative technologies that enable us to break new ground and offer even more value to our commercial partners".

Tom Huston, CCO of uniqFEED had the following to say about the partnership:

"It is clear that our client Swiss-Ski recognizes the huge commercial and operational value virtual advertising technology can bring to the sport. This event was the perfect opportunity to showcase this value. We very much look forward to our continued collaboration with Swiss-Ski and to working together at future events."

With the addition of winter sports to its product portfolio, 2023 is off to an exciting start for uniqFEED. Having already established itself as the market leader in racket sports over the last few years, uniqFEED is officially launching its first full LED overlay product for football this month.

About Swiss-Ski

The Swiss-Ski Federation Swiss-Ski is the umbrella organization of Swiss snow sports. Since its foundation in 1904, Swiss-Ski has been one of the most important and successful sports associations in Switzerland. It unites eleven sports under its umbrella: alpine skiing, cross-country skiing, Nordic combined, ski jumping, biathlon, snowboarding, skicross, freeskiing, moguls, aerials and telemark.

Swiss-Ski promotes top-level sports and is oriented towards the best sports nations in the world. It places emphasis on mass sports, enables children and young people to access snow sports and contributes to public health. In addition, the association supports major events in Switzerland. Swiss-Ski is embedded in a comprehensive network of international and national associations and organizations. Since the 2016/17 season, the ski association has been marketing the Swiss FIS World Cup events (Alpine skiing, ski jumping and partly freestyle) through its subsidiary Swiss-Ski Weltcup-Marketing AG.

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 enables 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. uniqFEED has developed solutions for a multitude of different sports including racket sports, baseball and football.

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