



Official Technology Partner

AI at Gamespeed

The Tech behind FIFA World Cup 2026™

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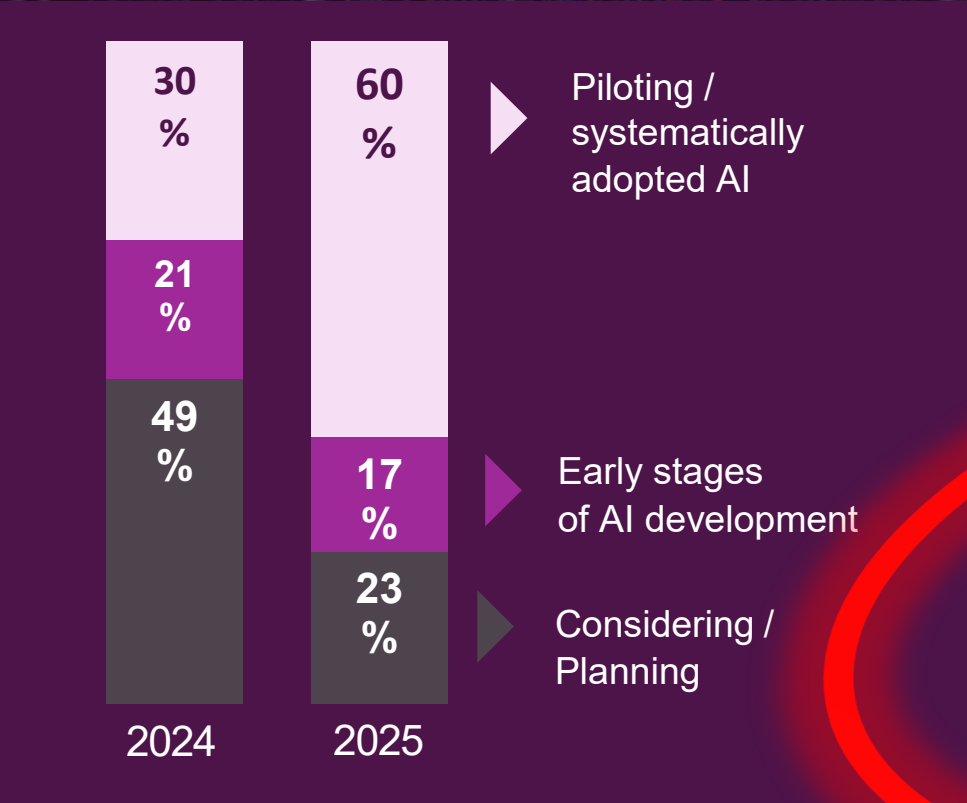
Official Technology Partner



Official Smartphone Partner

CIO output: The AI Race is Well Underway

Most organizations move into next phase of AI Adoption



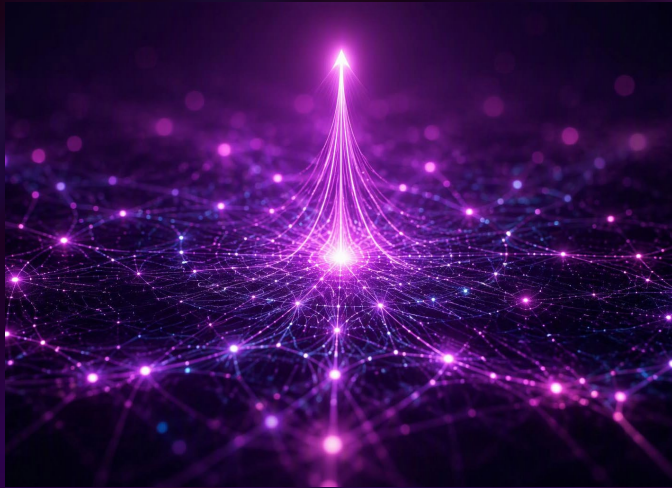
They expect real return on AI investment



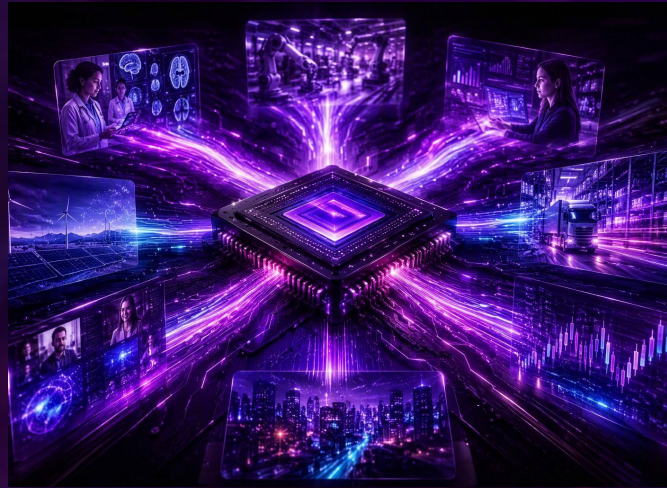
and they see other strategic benefits



TOP ENTERPRISE AI CHALLENGES



**How maximize
the value of AI?**

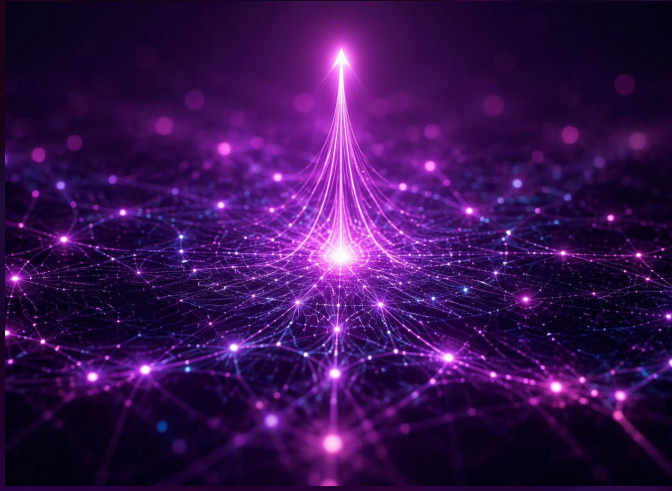


**Which AI use cases
deliver ROI fastest?**



**How scale AI
responsibly?**

TOP ENTERPRISE AI CHALLENGES



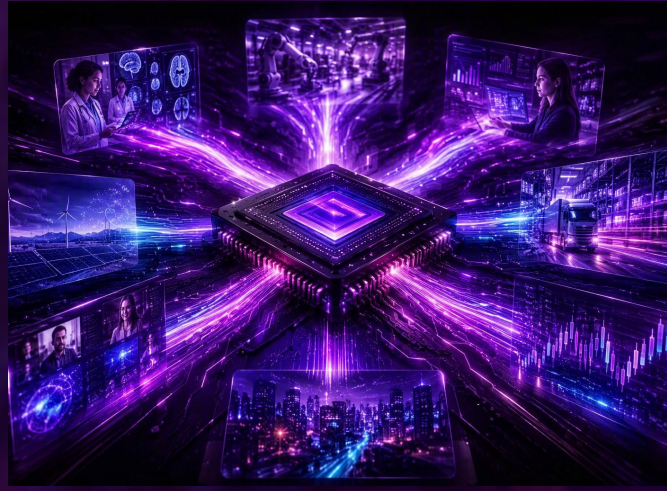
**How maximize
the value of AI?**

AI Factory

AI Models and Agent Platforms

Data and Knowledge

Hybrid Infrastructure and Devices



**Which AI use cases
deliver ROI fastest?**

AI Library

Proven use cases ready to be
customized and deployed—fast



**How scale AI
responsibly?**

AI Services

Advise

Implement

Manage

AI Code of Conduct

Lenovo AI Library

Over 70 pre-built use cases ready to deploy in as little as one week



EDGE AI



ROBOTIC INSPECTION



AI COMPUTER VISION



KNOWLEDGE AGENTS



MARKETING PRODUCTION



LEGAL / COMPLIANCE

LENOVO HYBRID AI ADVANTAGE™ FRAMEWORK

Everything you need for Enterprise AI

AI Library

AI Factory

AI Models and Agent Platforms

Data and Knowledge

Hybrid Infrastructure and Devices

**AI
Services**

Lenovo
Tech World
Solutions Day



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Lenovo Powering the FIFA World Cup

The FIFA World Cup 2026™ has been the world's biggest enterprise technology stress test



1st

Tech Partnership
of FIFA World Cup™



16

Venues
across 3 countries
in 4 time-zones



1,200+

Athletes
competing



20k+

Endpoints
distributed within
30 days



6

Billion
fans watching

Challenges

Managing highly
distributed
operations

Operating in a
zero-downtime
environment

Turning AI into
real business
impact

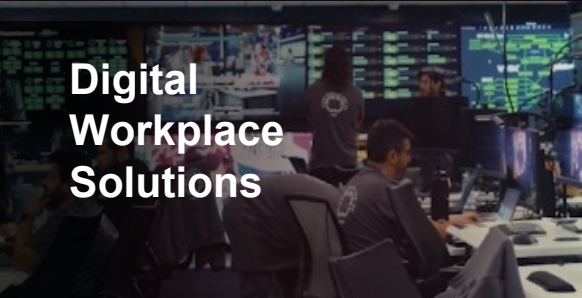
Delivering real-
time visibility and
insights

Scaling for peak
demand and
experience

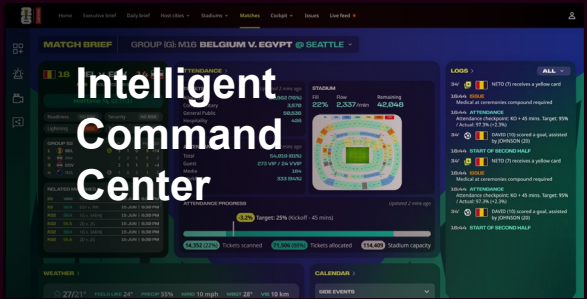
Unlocking value
from data at the
source

Breath of AI driven Solutions provided

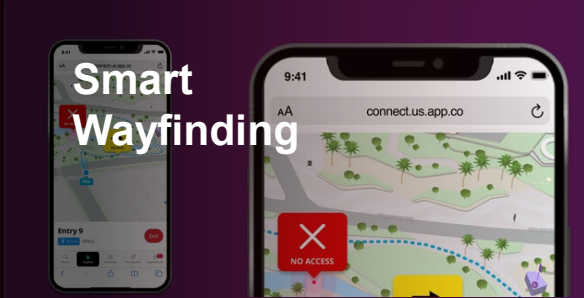
Enterprise Solutions



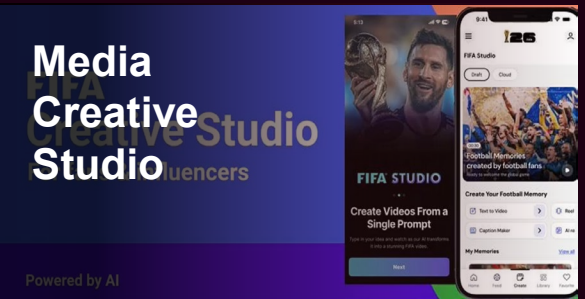
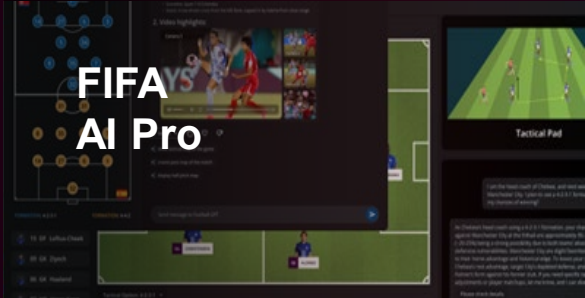
Venue Operations



Fan Experiences



Sports Technology



Knowledge Super Agent

AI-powered analytics, knowledge,
and decision support

Challenges

- Vast FIFA institutional knowledge is siloed, fragmented
- Manual processes too slow
- Deploying AI securely at scale is a huge challenge

Solution

Secure, role-based AI platform that transforms data into actionable insights – fast

Outcomes

Data-driven insights that can improve decisions |

Faster answers |

Access to advanced analytics for every team

FIFA use case FIFA AI Pro

The first AI-enabled football intelligence platform that **combines AI agents, match data, video clips, and football language** to deliver tactical insights, clear reports, and strategic recommendations.

- ✓ **10x** faster analysis
- ✓ **Seconds** vs. hours to deliver insights
- ✓ Scaled for **300+** analysts, coaches, and stakeholders globally
- ✓ **Democratized access** for all World Cup teams

Intelligent Command Center

Real-time visibility, alerts, and recommended actions across complex operations

Challenges

- Fragmented data across multiple systems
- Too many competing signals and limited visibility
- Dashboards don't provide insights for decision-making

Solution

AI-native platform that connects systems, raises alerts, prioritizes risks, and recommends actions

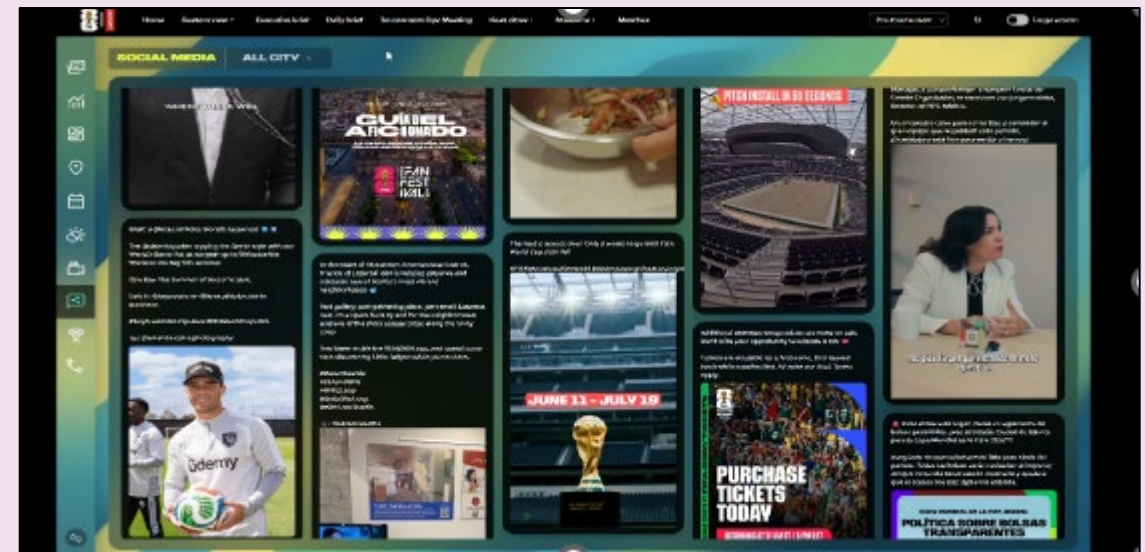
Outcomes

Real-time visibility across venues | Faster issue resolution
Proactive risk management | Smarter operational decisions
Improved resilience | Better staff coordination

FIFA use case Tournament Operations Center

Platform that provides a real-time, single view across venues, operations, and tournament activities.

- ✓ One unified view for **400+ users** across **16 venues** and **3 countries**
- ✓ **30%** increase in operational efficiency
- ✓ Better workforce and resource allocation
- ✓ Enhanced resilience, safety, and event execution



Referee View AI Stabilizer



Lenovo



2026
FIFA

Official Technology Partner

Inferencing at the Edge

AI-powered image stabilization to transform high-motion footage into broadcast-quality video in real time

Challenges

- Footage needed at the point of action
- High-motion environments make video unusable

Solution

AI computer vision and edge inferencing that process and stabilize video real-time and delivers high-quality footage for broadcasting and analysis

Outcomes

Clearer live video |
Faster interpretation |
Improved situational awareness |
More confident decisions |
Greater fan engagement |

The FIFA use case Referee View AI Stabilizer

FIFA turns referee-worn camera footage into a stable, usable viewing experience—bringing fans up close to the action

- ✓ **60%** reduction in jitter
- ✓ **4K resolution at 60 FPS** with less than 2-sec latency
- ✓ **Up to 70%** smoother video trajectories
- ✓ **Zero degradation** of image quality
- ✓ Enhanced fan experience and monetization opportunities



BEFORE

AFTER



Sports AI is Enterprise AI



