



## RELEASE

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### **SportsInnovation 2018 in Düsseldorf: experience the future of sports technology live**

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It's a real premiere: at the inaugural SportsInnovation event, to be held in Düsseldorf, Germany, on May 8–9, well-known technology providers will showcase their latest products live and in real time, including in three specially organized football matches in the ESPRIT arena. SportsInnovation 2018 is being organized by Messe Düsseldorf in partnership with DFL Deutsche Fußball Liga.



“Since its establishment DFL has been driving innovation, and taking part in the SportsInnovation event is the next logical step in this process,” says Christian Seifert, Chief Executive Officer of DFL. “The event underscores that the courage to embrace technological progress is a hallmark of professional football in Germany.”

The innovation fair will focus on the stadium experience, play and competition, sports analytics, broadcasting, and digital services. Exhibitors at the event will include SAP, “Gold-Sponsor” dellatré, Sony Europe (Switzerland), Dolby Germany, EVS Broadcast Equipment (Belgium), RIEDEL Communications, Kinexon and NeuLion (USA).

Attendees will include representatives of FIFA and UEFA and of numerous clubs from the Bundesliga and Bundesliga 2, Spain's La Liga, Italy's Serie A, the English Premier League, France's Ligue 1, the Swiss Football League and Japan's J-League as well as decision-makers from the local and international media industry.

## DFL

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