

Infosys and Formula E Launch AI-Powered Stats Center to Boost Fan Engagement

Bengaluru, India (ots/PRNewswire) -

Leveraging Infosys Topaz, the Stats Center offers interactive and immersive stories based on driver and team stats across seasons

[Infosys](#) (NSE: INFY) (BSE: INFY) (NYSE: INFY), a global leader in next-generation digital services and consulting, today announced the launch of the Formula E Stats Center, developed in partnership with [the ABB FIA Formula E World Championship](#), the world's first all-electric FIA World Championship. The Stats Center is powered by [Infosys Topaz](#), an AI-first offering using generative AI technologies, and is set to redefine fan engagement by delivering advanced, data-driven insights and immersive experiences.

This initiative marks a significant step forward in Infosys' three-year partnership with Formula E. [The Stats Center](#) will provide fans with interactive access to stellar performances of drivers and teams, their key milestones, and compelling narratives through its Key Stats and Insights platform. It engages users by showcasing stats of drivers and teams across current and past seasons, using a trending bubble chat format that prompts engaging curated questions. This feature makes complex data easily digestible and fosters a deeper connection between fans and the sport.

Key features of the Stats Center include:

- **Key Stat Cards** - These are dynamic key stat cards which adapt based on the season's timeline - whether during a live race, offseason, or in-season. The cards not only highlight race stats but also provide fans with an in-depth understanding of past and upcoming racetracks, inspiring them to follow and look forward to those track locations.
- **Key Insights** - Using grounded knowledge bases containing information about all past seasons, races, drivers etc., to train the AI, it ensures that fans are given accurate, relevant and engaging content - delivering a richer experience for Formula E enthusiasts worldwide. The Stats Center generates AI-powered human-like text summarizations, a shift from the earlier process of manual editing of race summaries and driver and team performances. Stats can offer powerful insightful narratives across past 10 seasons.
- **AI Companion** - A simple interface that engages users and educates them about various milestones and stats across Formula E season., This new tool enables fans to prompt unique questions and access key summaries or insights.

Infosys spearheaded the migration of Formula E's central datalake to Google Cloud, establishing a secure and scalable architecture that supports marketing, business intelligence, and sporting operations for Formula E.

Season 11 also marks a revolutionary chapter for Formula E with the debut of the GEN3 Evo, a leap in electric racing technology that combines blistering performance, cutting-edge sustainability, and unparalleled efficiency. The GEN3 Evo sets a new benchmark as the fastest-accelerating FIA single-seater, rocketing from 0-60 mph in an astonishing 1.82 seconds—30% quicker than current Formula 1 cars—underscoring Formula E's unwavering commitment to driving innovation while prioritizing environmental responsibility.

Jeff Dodds, Chief Executive Officer, Formula E, said, "Fans are at the heart of what we do, and we're thrilled to offer them a new and engaging way to connect with the sport. As our first technical partnership with Infosys, we're showcasing how innovation and technology can elevate the experience for everyone who loves Formula E, by making race data more accessible and easier to understand. Fans will be able to follow their favorite driver and team with in-depth insights and track their performance over the seasons ahead."

Sumit Virmani, EVP & Global Chief Marketing Officer, Infosys, said "Our partnership with Formula E proves how technology can revolutionize fan engagement. The AI-powered Stats Center, fueled by Infosys Topaz, transforms raw data into compelling narratives, offering fans an immersive journey through driver and team performance, celebrating key milestones and unlocking compelling stories. From dynamic stat cards that adapt to the race timeline to an AI companion that prompts engaging questions, we're supercharging the Formula E fan experience, making its rich history, and exciting present more accessible and engaging, ultimately raising the bar for digital fan engagement."

For more about the Formula E Stats Center click [here](#).

About Formula E and the ABB FIA Formula E World Championship

As the world's first all-electric FIA World Championship and the only sport-certified net zero carbon since inception, the ABB FIA Formula E World Championship brings dramatic racing to the heart of some of the world's most iconic cities providing an elite motorsport platform for the world's leading automotive manufacturers to accelerate electric vehicle innovation.

The Formula E network of teams, manufacturers, partners, broadcasters, and host cities is united by a passion for the sport and belief in its potential to accelerate sustainable human progress and create a better future for people and the planet.

www.FIAFormulaE.com

For Formula E media enquiries, please contact - media@fiaformulae.com

About ABB

ABB is a global technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. By connecting its engineering and digitalization expertise, ABB helps industries run at high performance, while becoming more efficient, productive and sustainable so they outperform. At ABB, we call this 'Engineered to Outrun'. The company has over 140 years of history and more than 110,000 employees worldwide. ABB's shares are listed on the SIX Swiss Exchange (ABBN) and Nasdaq Stockholm (ABB). www.abb.com

About Infosys

Infosys is a global leader in next-generation digital services and consulting. Over 300,000 of our people work to amplify human potential and create the next opportunity for people, businesses and communities. We enable clients in more than 56 countries to navigate their digital transformation. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer clients, as they navigate their digital transformation powered by cloud and AI. We enable them with an AI-first core, empower the business with agile digital at scale and drive continuous improvement with always-on learning through the transfer of digital skills, expertise, and ideas from our innovation ecosystem. We are deeply committed to being a well-governed, environmentally sustainable organization where diverse talent thrives in an inclusive workplace.

Visit www.infosys.com to see how Infosys (NYSE: INFY) can help your enterprise navigate your next.

Safe Harbor

Certain statements in this release concerning our future growth prospects, or our future financial or operating performance, are forward-looking statements intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results or outcomes to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding the execution of our business strategy, increased competition for talent, our ability to attract and retain personnel, increase in wages, investments to reskill our employees, our ability to effectively implement a hybrid work model, economic uncertainties and geo-political situations, technological disruptions and innovations such as Generative AI, the complex and evolving regulatory landscape including immigration regulation changes, our ESG vision, our capital allocation policy and expectations concerning our market position, future operations, margins, profitability, liquidity, capital resources, our corporate actions including acquisitions, and cybersecurity matters. Important factors that may cause actual results or outcomes to differ from those implied by the forward-looking statements are discussed in more detail in our US Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2024. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Securities and Exchange Commission and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company unless it is required by law.

Logo: <https://mma.prnewswire.com/media/633365/4364085/Infosys-Logo.jpg>

View original content: <https://www.prnewswire.co.uk/news-releases/infosys-and-formula-e-launch-ai-powered-stats-center-to-boost-fan-engagement-302418251.html>

Contact:

For further information,
please contact: PR_Global@infosys.com

Original content of: INFOSYS, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/38775/6004100> abgerufen werden.