

Infosys and International Tennis Hall of Fame Renew Collaboration until 2028, Harnessing AI to Revolutionize Tennis

Newport, R.I. (ots/PRNewswire) -

Infosys and ITHF extend digital innovation collaboration for three years following the launch of Famer's Duel, a generative AI-powered game engaging fans and celebrating tennis legends.

[Infosys](#) (NSE: INFY) (BSE: INFY) (NYSE: INFY), a global leader in next-generation digital services and consulting, and the [International Tennis Hall of Fame \(ITHF\)](#) have announced an extension of their collaboration for a further three years that will help support the Hall of Fame's mission to preserve the history of tennis as well as the iconic induction celebration that will feature the likes of Maria Sharapova and Bob & Mike Bryan in the Class of 2025.

Last year, Infosys and the International Tennis Hall of Fame launched [Famers Duel](#), a new generative AI digital fan engagement game powered by [Infosys Topaz](#). The experience allows tennis fans to own a pack of digital legends cards of players such as Tracy Austin, Stan Smith, Gigi Fernandez, Leander Paes and Michael Chang. The cards are customized using generative AI and players engage in a tennis-style digital game against friends, the game bot, or any other fan joining the game from around the world - bringing together the tennis community in an arcade style experience. This launch demonstrates how technology can connect with modern audiences while honoring the rich heritage of tennis.

The experience builds on existing innovations such as the [Metaverse Museum](#), launched in 2023, where fans can explore the grounds of the ITHF, view larger-than-life holographic statues of Hall of Famers, and learn about the legends through their careers, stats, trivia, and more. Notably, over 10,000 fans have already visited the Metaverse Museum, further enhancing its impact and engagement.

Sumit Virmani, Executive Vice President, and Global Chief Marketing Officer, Infosys, said, "Through thoughtfully designed digital innovations and generative AI, Infosys is transforming how tennis fans engage with the sport, bringing them closer to their favorite Hall of Fame players and the rich heritage of the International Tennis Hall of Fame. We are delighted to support ITHF's mission to preserve the history of tennis and celebrate its champions through the lens of digital innovation."

"The International Tennis Hall of Fame is thrilled to continue our partnership with Infosys and work together to innovate how fans experience tennis history and learn about legends," said **Dan Faber, CEO, International Tennis Hall of Fame**. "The innovations we have developed thus far are just a starting point for how the ITHF can continue to benefit from Infosys' leadership in tech and AI. We look forward to exciting and engaging projects ahead."

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 (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

About the International Tennis Hall of Fame

The International Tennis Hall of Fame (ITHF) is a non-profit organization that preserves the history of tennis and celebrates its champions to inspire excellence across generations globally. Induction into the Hall of Fame is the Ultimate Honor in Tennis, and to date has been presented to 267 Hall of Famers representing 28 nations. Located in Newport, Rhode Island in the United States, the Hall of Fame honors these legends and chronicles the sport's history in an interactive museum, digital experiences and global programming. For more information on the International Tennis Hall of Fame, visit tennisfame.com.

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-international-tennis-hall-of-fame-renew-collaboration-until-2028-harnessing-ai-to-revolutionize-tennis-302448590.html>

Contact:

PR_Global@Infosys.com

Original content of: INFOSYS, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/38775/6028372> abgerufen werden.