

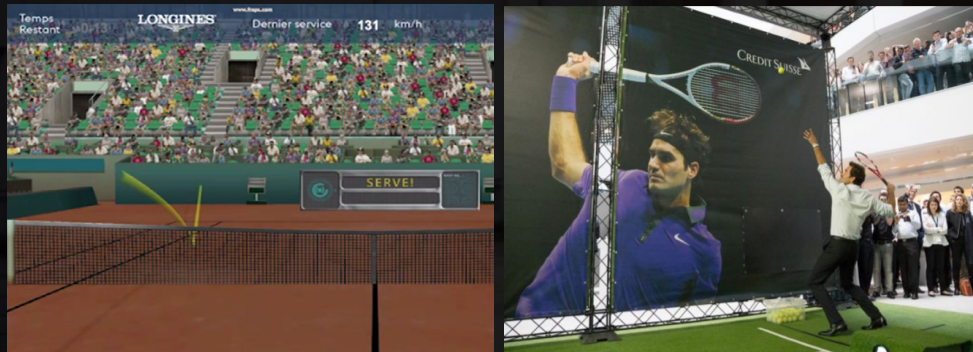
# TENNIS SIMULATOR



PLACING SPORTS FANS IN THE SHOES OF THE WORLDS TOP TENNIS PLAYERS ON THE TOURS MOST ICONIC COURTS

## USING HAWK-EYE'S TRACKING TECHNOLOGY

The Tennis Simulator engages people in a way that has never been experienced before. Participants hit a serve which seamlessly travels into the Hawk-Eye Virtual World. The serve speed and accuracy is then displayed alongside a leader board of fastest serves creating a competitive element to the activity.



## CONTACT

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## BENEFITS



### AUDIENCE

The Tennis Simulator is a great tool for encouraging spectator interaction and can be used at a multitude of venues and occasions. These include; event fans zones, trade shows, marketing activations and recruitment drives, corporate and hospitality events.



### INSIGHTFUL DATA

The system is proven to attract a wide demographic of consumers, over 6,000 participants at Roland Garros in 2016, giving an excellent opportunity to gain customer data and connection with potential clients. Hawk-Eye has worked with leading tennis sponsors such as Credit Suisse, Ricoh and Logines to help them engage audiences at their events.



### SETTINGS

The simulator appearance and graphics are customisable to any potential sponsor and court. It has the ability to be installed both inside and out.



### ENGAGING

This exciting technology not only gives an immersive experience, it also provides a fantastic platform from which sponsors can engage consumers with products and services.