Tech Mahindra and ChampTrax Technologies Partner to Create Stadium-Like Experience at Home for Global Sports Fans

Technology

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Solution to herald nextgeneration fan and player engagement leveraging digital and virtual technologies

New Delhi – 20th May, 2020: Tech Mahindra Ltd. a leading provider of digital transformation, consulting and business reengineering services and ChampTrax Technologies, a Canadian sports startup, collaborate to develop a solution to create stadium like-experience at home for global sports fans. Through this partnership, Tech Mahindra and ChampTrax Technologies will provide a solution to herald the next generation fan and player engagement leveraging digital and virtual technologies.

Tech Mahindra and ChampTrax Technologies will also work on 5G related use cases for introducing holographic virtual fan to the stadium.As part of the collaboration, Tech Mahindra will also support ChampTrax Technologies to reach wider markets and audiences for HearMeCheer solution that aggregates “crowd noise” from at-home spectators real-time, during live

games played in fan free stadiums and venues.

Jagdish Mitra, Chief Strategy Officer and Head of Growth, Tech Mahindra, said, *"We have been specifically focused on technologies that will enable experiences in the during COVID and after COVID world. Sports with a live fan experience is something that we will miss now for a while. Tech Mahindra's sports vertical leveraging our 5G experience will enhance the fan experience globally. This strategic partnership with ChampTrax Technologies will give us an opportunity to bring the best of both the worlds and help sports fans adjust to the new normal."*

*'HearMeCheer'*solution by Champtrax Technologies combines audio through proprietary algorithms that weigh each household and enable users to yell loudly and not overpower the audio stream. As the audience watches a game with the web app it automatically sends microphone data that aggregates these sounds to create a single audio stream effect of a unified crowd integrated into real-time broadcasts.

Elias Andersen, Founder of Sports Tech Business, Champtrax Technologies, said – *"We are very excited to partner with Tech Mahindra and this gives us a huge opportunity to serve their existing and potential customer at such critical times. HearMeCheer is great solution for close door games and we are keen to take it to market with Tech Mahindra."*

As part of the TechMNxt charter, Tech Mahindra is committed towards creating a partner ecosystem to deliver enhanced cutting-edge next-

generation technologies like Cybersecurity, Artificial Intelligence, Blockchain, 5G, and Internet of Things, to disrupt and enable digital transformation, to build cutting-edge technology solutions and services for customers globally.

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 125,700+ professionals across 90 countries, helping 941 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

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For more information on Tech Mahindra, please contact:

Abhilasha Gupta, Global Corporate Communications and Public Affairs

Email: media.relations@Techmahindra.com;

Abhilasha.Gupta@TechMahindra.com

About ChampTrax Technologies Inc.

Founded in 2018, headquartered in Toronto. ChampTrax uses Bluetooth, RFID, and Audio applications to change the way sports are consumed at every level. Working on applications ranging from a player tracking system to an audio-based cheering app.

For more information, please contact:

Elias Andersen, Founder and CEO

Email:info@champtrax.com; elias@champtrax.com

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