



PARIS - NEW YORK

L'ART DE **CONNECTER** LES EMOTIONS et L'HISTOIRE... UN NOUVEAU MEDIA !

~~UN PRODUIT~~, UNE EXPERIENCE, ET DESORMAIS UNE EXP-**AR**-IENCE ...

« EMOTION AS A SERVICE »



ArtDesignStory

**« INNOVATION, EMOTION , UN
CONDENSÉ DE PULSATIONS... »**

Michel Wiener

Directeur Général France Rugby 2025



ArtDesignStory

« JAMAIS UNE OEUVRE D'ART
N'A EMBARQUÉ AUTANT DE
TECHNOLOGIES »

Jérôme Grandidier
Président Luxfactory - Luxembourg



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#WeLoveEmotion



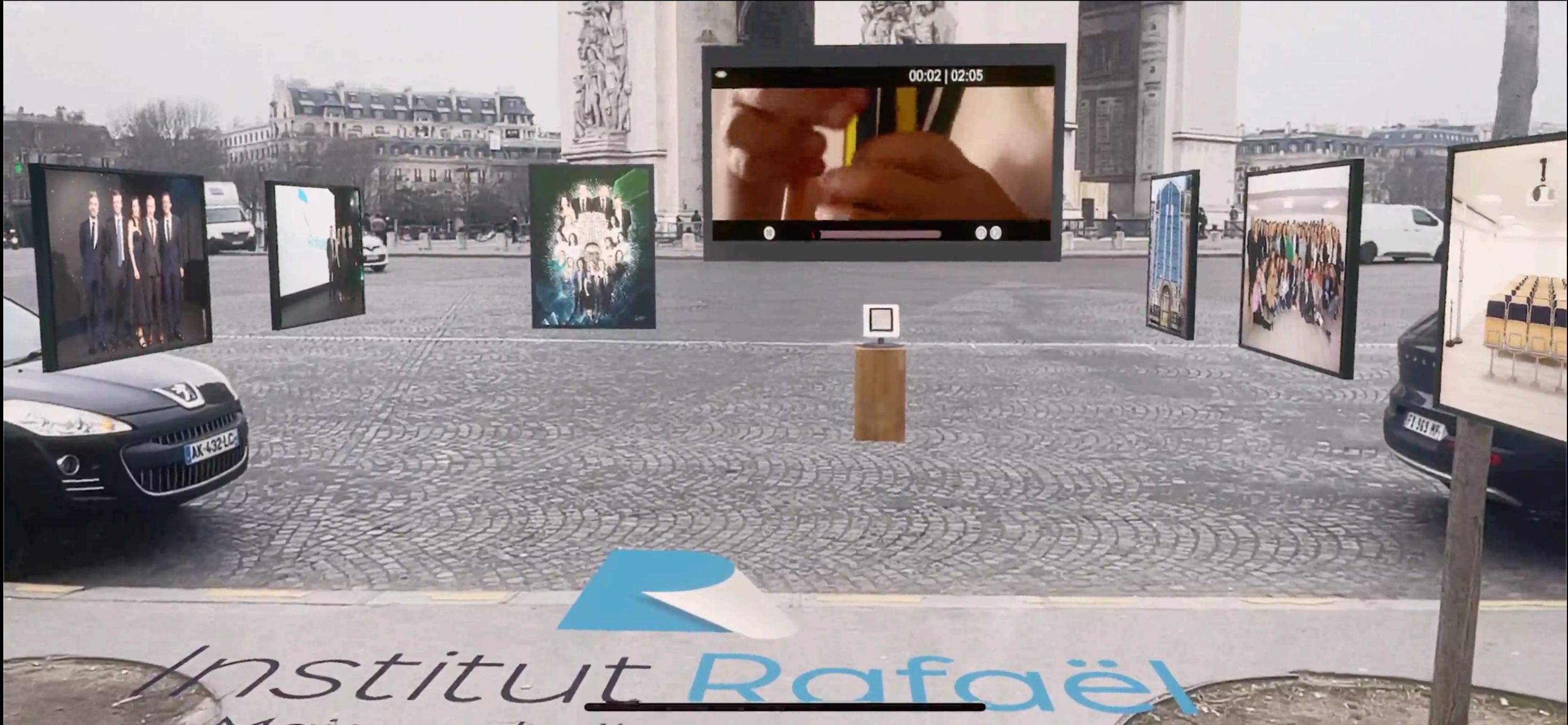
PARIS - NEW YORK

ART - SPORT - EMOTION & Digital...









OUR CURRENT MARKET

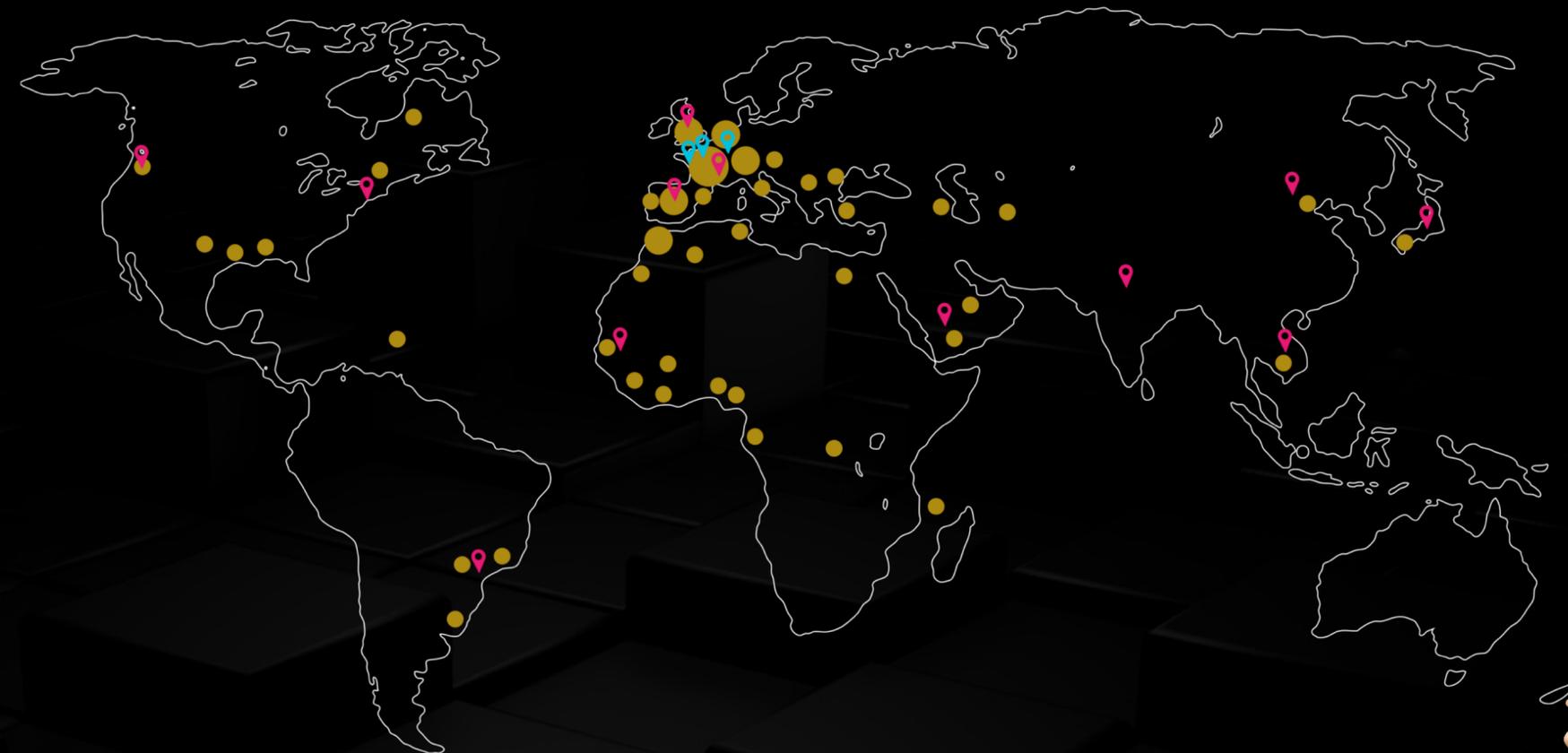
SINCE JANUARY 2017

+1000
VIP ATHLETES
PERSONNALITES

+35
BRANDS
CLUBS
LEAGUES
FEDERATIONS

+3
+ SPORTECH
+ HEALTHTECH
+ ENTERTAINEMENT

+40
COUNTRIES



LAST CLIENTS



UNIVERSAL MUSIC GROUP



OLYMPIC CHANNEL SERVICES



Study Roland Berger

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SPORTECH Roland Berger

New cloud broadcasting systems and 5G innovations unleashed new experiences for billions of users

Broadcasting innovation for an immersive experience of the Games

Tokyo 2020 **Beijing 2022**

5G & AR
The Tokyo Olympics hosted a large number of innovations to make the Olympic experience as immersive as possible.
Ex: AR headset at swimming venue; 3DAR: 3D model of Olympians in action built from multiple 4K machine vision cameras....

Fan engagement
Online Olympic learning platform to promote games in China
WeChat low carbon program obtain "carbon points" and other prizes with screenshots on WeChat

French Sportech
FANartZONE by Art Design Story: Via an application, it becomes possible to access what is called a "room". We can, for example, find paintings or photos in augmented reality as well as avatars to discuss remotely, monuments

Paris 2024

Cloud Broadcast :
1st global Cloud Broadcasts: Possibility for the broadcasters to edit, distribute and store their materials on the cloud leading to on-site staff reduction

5G
Orange as a central partner: 144 million EUR invested in the partnership to ensure the high-speed connexion of the venues and participants

SPORTECH

The Media and the Olympics – Historical overview

- 1924 – Paris**
1st live radio broadcast
- 1936 – Berlin**
1st filmed sporting event/ Opening ceremony audience: 100 000 person
- 1964 – Tokyo**
1st satellite broadcast, "The TV Olympics"/ Audience: 600 to 800 million person
- 2021 – Tokyo**
1st Cloud Broadcast / Audience > 3 billions

SPORTECH

Sportech 2021
Paris, February 2022

SPORTECH Roland Berger

A

Tech innovations in the Olympics

SPORTECH Roland Berger

Driven by a sustainable ambition the Olympics leverage technology to make the games environmentally-friendly

Different types of innovations aiming to make the Games greener

Tokyo 2020 **Beijing 2022** **Paris 2024**

Recycling: from recycled plastic
• Recyclable cardboard beds
• Medals made with metals obtained from recycled phones and other electric device

Renewable energy
Olympic village as a functioning hydrogen city

Recycling
Innovation to reduce water consumptions of the venue: Transform the water from the pool into ice.

Renewable energy
1st Olympic to use carbon dioxide as refrigerants in ice-making: environmentally friendly technology

Sustainable transportation
• 800 fuel cell vehicles will provide transportation: they can start and drive in extreme condition

Renewable energy
Smart grids: Intelligent water management system aiming to reduce the water consumption

Sustainable transportation
• Navya Arma : 100% autonomous electric bus
• UrbanLoop : Autonomous capsules, 100% electric able to transport 1 to 2 person at 60km/h

'Natural Grass' mission is to find new solutions to reconcile the requirements of a high level sports turf with environmental issues.
We develop 100% eco-designed sports surfaces and environmentally friendly cultivation techniques, reducing the need for water, inputs, and phytosanitary products.

SPORTECH

Paris 2024

"Startups can spontaneously propose their innovations to Paris 2024, especially that 2022 will be our prototyping year, after that, it will be too late as we will be in delivery mode ! The key themes being: accessibility, sustainability, fan experience (at home or in stadium), fan engagement, athlete experience, process optimization or active design"
Omar El Zayat
Head of Innovation Integration at Paris 2024

SPORTECH

Tech innovations target all aspects of Olympics, from facilities and crowd management to competition

Different types of technological innovation during the Olympics

- 1 Enhanced Competition**
Advanced outfits
Precision measurement
- 2 Training**
Wearables
Virtual training
Training equipment
Recovery
- 3 Broadcast & Telecom**
Cloud broadcast
Fan engagement
AR & 5G
- 4 Green Games**
Recycling
Renewable energy
Sustainable transportation
Legacy
- 5 Facilities & crowd**
Robots
Modeling
Security

SPORTECH Roland Berger

Reusability of installations and social impact are now key elements of the games as they play a central role in their acceptability

Heritage of the Games

Tokyo 2020 **Paris 2024**

Legacy
• Increase sport activity in the population: 60% of adults in Tokyo participated in sports activity in 2020, up from 54% in 2012
• Sport City Tokyo project: creation of existing barrier-free and more inclusive sports facilities
• Olympic village: First hydrogen-powered city with residential housing and international exchange venues, multi-generational activities in education, culture and sports

Paris 2024
• Eco-district and Olympic pool to serve the population of Saint-Denis
• "Terre de jeux": Construction of 5000 sport structures (incl. 1,000 city stadiums, 1,000 dojos and 500 basketball, tennis courts and skateparks)

Cyclo Power Factory
provides companies and event organizers with a fitness solution using eco-designed cardio training equipment, 100% made in France, which transforms the energy of effort into renewable electricity. Via an application, users live a collective, fun and gamified experience and participate in energy challenges.

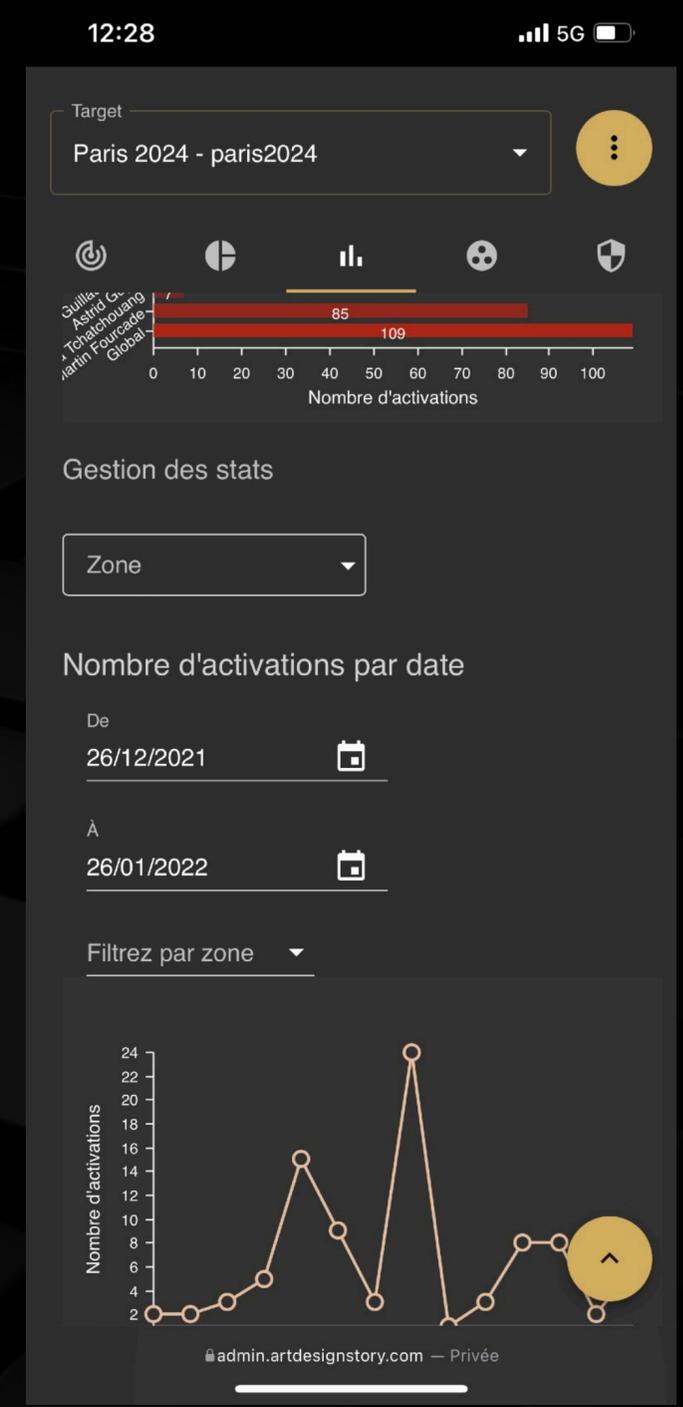
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Paris 2024

"The Olympic & Paralympic Games highlight social and environmental issues to work on. We scout innovative solutions available on the market, and if pertinent, we can do Proof of Concepts and if the results match the expectations, the start up is put in touch either with the partner in charge of that category or will be informed of the public tender in order to apply"
Omar El Zayat
Head of Innovation Integration at Paris 2024

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HEALTHTECH WHY?

NOTRE SOUHAIT : UNE APPROCHE ET UN DEVELOPPEMENT DE NOTRE OFFRE HEALTHTECH SOUTENUS ET CHALLENGÉS PAR DES PROFESSIONNELS

✓ **OFFICIAL LAUNCH HEALTH TECH OFFER CES 2020
NOMINATED CES 2020**



✓ **SOUTIEN FONDATION IRCEM (+ Soutien financier en cours)**

✓ **FONDATION HOPALE - Dir Innovation - POC**

✓ **ASSOCIATION CéKéDuBONHEUR - Hopital Lille Chambre « CKDB »**

✓ **MEDICONTRACT GROUP**

✓ **TROPHEE MEDINTECHS 2022 Coup de coeur du Jury**

✓ **INSTITUT RAFAEL - Centre de Santé intégrative (Alain Toledano)**



PRENDRE SOIN DU MALADE ET DE SON ENTOURAGE





Avec le prix coup de cœur du Jury nous avons salué avec admiration la vision, l'empathie et les milliers d'usages au service des patients, des aidants, des personnes en situation de handicap, nos seniors et tant d'autres à découvrir grâce à
ArtDesignStory
Merci de mettre tout ce que tu es au service de tout le monde !!

Muriel Benitah Présidente salon MedinTechs



**«ArtDesignStory, vous avez inventé le meilleur médicament 100% naturel, qu'on rêverait de prescrire à tous nos résidents »
Mettons KO cette maladie Alzheimer !**

Un directeur de Maison de retraite spécialisée en patients Alzheimer !



« ArtDesignStory propose une alternative innovante qui permet aux jeunes patients de maintenir un lien social et de lutter contre l'isolement grâce aux tableaux connectés et à la réalité augmentée ! Quel bonheur pour les jeunes patients, leurs familles, leurs camarades de classe qui vivront une séparation moins douloureuse durant l'hospitalisation. »

Sonia - Directrice de l'association CèkeDubonheur !

100% CONNECTED
THANK YOU

