



Arab Republic of Egypt
Ministry of Communications
and Information Technology

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Title: TE, Ericsson Showcase 5G Immersive Football Experience
Source: Rapid TV News

Football fans in Egypt have been given demonstrations based on augmented, virtual and mixed reality on a 5G network for an immersive experience orchestrated by Telecom Egypt and Ericsson.

5G immersive football demo Egypt Telecom and Ericsson 10 July 2019The two companies, who have been working together on 5G development since February 2019, demonstrated the future technology to fans at the 20,000 capacity Alexandria stadium.

Artificial intelligence (AI) Object and face recognition were also on show during the public trial, which aimed to highlight technologies that can enrich the sporting experience and bring people closer to the action.

“Consumers are always seeking new ways to experience their favourite sports content. Through the evolution of technology, we have the potential to push boundaries and take the consumer to the heart of the game itself. Alexandria Stadium is a great venue to demonstrate how far we have come technologically, and why it will matter to fans,” said Adel Hamed, managing director and chief executive officer at Telecom Egypt.

Telecom Egypt and Ericsson said they are now live with a full-stack telco cloud infrastructure with the successful deployment of AI proof of concept, focusing on transforming the wireless network and providing a 5G-ready core.

Rafiah Ibrahim, head of Ericsson Middle East and Africa added: "We are happy to join Telecom Egypt and inspire football fans with a sneak-peek into the future. This partnership marks as a milestone in our long-standing partnership, bringing our innovative technologies to elevate the consumer experience and pave the way for 5G ."