



The NTT INDYCAR® SERIES keeps fans highly engaged with the INDYCAR Data Experience and IMS Media Wall powered by NTT —a way to experience the event like no other for those fans in live attendance at event or those located elsewhere.

*“Given the amount of technology that goes into our highly sophisticated INDYCAR racing machines and the support of their pit operations, it’s most fitting that a world-leading technology company like NTT is both our Title and Technology Partner”*



Jay Frye, President, INDYCAR

## Challenge

### Enhancing the fan experience

INDYCAR and NTT have partnered to deliver digital innovations for the sanctioning body of the NTT INDYCAR SERIES and its events. This includes the evolution of how fans can now experience even more of their events with the integration of NTT's proprietary Smart Solutions that are helping to transform one of the most challenging series in global motorsports and its racing venues.

For fans of INDYCAR, the Indianapolis 500 isn't just a one-day race. It's an entire experience involving the community and fans all over the country, lasting for over a month, that requires year-round preparation by organizers and race competitors. And for a lot of fans, it's the thing they most look forward to every year. With recent limitations due to a global pandemic, the remote viewing experience also needed to be even more exceptional – and NTT helped to ensure that it was.



## Solution

### INDYCAR Data Experience and IMS Media Wall

With NTT as its title partner and official technology partner, INDYCAR management turned to NTT for the new and innovative INDYCAR Data Experience and IMS Media Wall – a 100 ft. wide supersized permanent digital experience that provides an innovative way to not miss any excitement during the Indianapolis 500.

Located on the iconic Pagoda Tower at Indianapolis Motor Speedway, fans in attendance and those at other locations can experience all the action as it unfolds via easy to consume 3D visualizations and other insights derived from over 100 data sources using AI and predictive analytics powered by NTT.

## Outcome

### Powered by the NTT Smart Platform

The debut of the INDYCAR Data Experience for the IMS Media Wall and elsewhere offered a new data experience that vastly improved fan engagement with real-time race data and storytelling insights.

Technologically, the development of the INDYCAR Data Experience and IMS Media Wall is a significant undertaking: activated and managed remotely, it ingests 1,788 driver data points per second (over 22.5 million driver data points across the whole race) and 90 data points per second per car (nearly 37.5 million data points across the whole race). In total, NTT's AI process 60 million data points by the end of an event. This project showcased NTT's capabilities to present data in a creative, visually compelling and easy to understand way. Furthermore, this exemplifies NTT's commitment to make things work in an unforgiving environment such as professional motorsport.