

PRESS-RELEASE

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THANKS TO NOS 5G

COATES TRAVELS AS A HOLOGRAM TO INSPIRE YOUNG PLAYERS

- **Surprise speech by the SCP captain to 20 children from 9 to 11 at the Sporting Viana do Castelo School Academy**
- **Hologram interacted in real-time thanks to NOS 5G transmission**
- **The almost 400 kms that separated the player and the children were crossed in 10 milliseconds**

NOS used 5G to carry Sporting CP Captain, Sebastián Coates, as a hologram, from the José Alvalade Stadium to the Sporting Viana do Castelo School Academy to inspire a class of young football players with a surprise speech that marked the season's opening. This technology allowed the player to interact in real-time with 20 children, almost 400 kms away, bringing them the unforgettable experience of meeting one of their idols.

This was a surprise to all the leonine young players, around 9 and 11 years old. While they thought they were going to listen to the usual speech from their manager, they found “el capitán” at their playfield ready to motivate them to work to make their dreams come true. Coates interacted with all the children in real time, having also replied to their questions and exchanged shirts with them. All thanks to 5G capabilities and its super high speed and ultra-low latency.

This holographic operation involved the installation of a technological and scenic infrastructure in Lisbon and Viana do Castelo. Images were captured using a HD camera and broadcasted instantly at the Sporting Viana do Castelo School Academy, through a NOS 5G network. As this is a mobile technology, 5G added operational flexibility to the solution as it allowed for everything to be set up with no need for a fixed infrastructure, thus simplifying and speeding up the process.

“It is a great satisfaction for NOS to have the chance to use 5G to provide experiences that would otherwise be impossible. Thanks to this technology's infinite possibilities, it was possible to shorten distances – in this case 400 kms – and take Sebastián Coates all the way to Viana, allowing these children to meet their idol, without him having to leave the Alvalade Stadium. I'm sure that for these kids, many of whom never been to the Sporting Stadium, to be able to see and speak to the player as if he was right in front of them is something they won't forget. This is the true power of technology and it is for this, to get people closer and to challenge the limits that we work every day”, said Daniel Beato, Administrator at NOS.

To Sporting SAD Administrator, André Bernardo: “This was a unique experience for the Sporting Viana do Castelo School Academy kids. My generation grew up watching movies like Star Wars and shows like Star Trek, where holograms and teletransportation were just science fiction. Today, NOS

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and Sporting CP turned this into a reality with our captain ‘transporting himself’ around 400km. Well done, NOS. It was exciting for Sporting CP to had had the chance to take part in this 5G initiative and a great example of what technology and sports can achieve together.”

Sebastián Coates, Sporting CP Captain, underlined: “It’s really important for us to be able to convey our Club’s values to the younger generations and to inspire new talents so they can reach higher. However, during the championship, bearing in mind our time constraints, we can’t meet everybody in person. It’s great for us to be able to use technology and 5G to reach our younger players, our fans, everybody. It’s a huge potential that allow us to take football’s and Sporting CP’s emotions to all, in a customised way.”

In May 2021, NOS also used 5G to get Sporting CP closer to all its fans, during the Liga NOS Champion celebrations. At the time, the most exciting moments of the players’ celebration were broadcasted in real-time, high-quality and in an immersive way, thanks to 5G. Technology plays a key role in building the future of entertainment and sports events and, with this initiative, NOS takes one step forward towards the testing of the new generation of mobile communications and showcasing its potentialities in connecting people.