





Christophe Dubi
Sports Director at the International Olympic Committee (IOC)

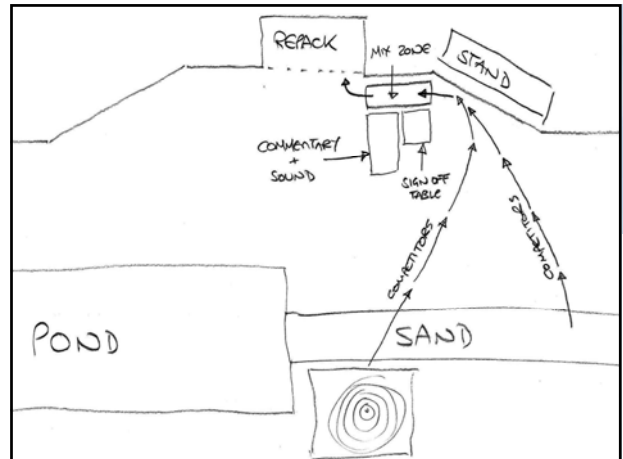
Full stadiums, enthusiastic crowds, flashy colours, historic and new iconic buildings, rock music, theatrical lighting and, above all, outstanding athletic performances: Sport was clearly at its best during the London 2012 Games! Every jump, every stride, every muscle, every drop of perspiration is now captured on super HD TV cameras. Sport in stadiums or in front of a TV is, more than ever, a captivating and totally emotional experience.






Presentation

- Selection of sports
 - Close to the audience
 - Easy to understand
- Venue layout
- Audience focus



Presentation



Parachuting: Canopy Piloting



Paragliding: Accuracy






- Feedback
- Learn
- Share
- 2017: Wrocław, Poland



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Sport is entertainment

