e.business on demand

at

The All England Lawn Tennis Club
Agenda

- Introduction
- Data Entry
- Radar Service
- The Commentators Information Service
- TV Graphics
  - www.wimbledon.org website
- The Wimbledon Information System
- IBM Press Desk
- Ticket Resale
- In-Ground Information Systems
- The IBM Kiosk
- New for 2003
- Summary
IBM services are central to meeting the Club's Objective

Maintain Wimbledon as the premier tennis tournament in the world

- The best players
- Good prize money
- Growing revenues
- Media Rights

Scores and statistics

Internet Site

Public Interest
4 Key Systems Support Different Users

Commentators, Referees, players, coaches, press, spectators, TV viewers, internet users, WAP/SMS users ....

Internet
Wimbledon Information System
Commentators
TV Graphics

DATA

IBM Stats
Show Courts
Umpires
Non Show
Courts
Radar
Data Entry

Real-time data entry on every Show Court

Tennis experts enter score and statistical data on every ‘TV’ court

Data Entry system using IBM Thinkpads

Specialised keypads
Data Entry

Off-line data entry on every non-Show Court

Data Entry system using IBM Workpads
Backup data entry is provided in the IBM Operations Room
Radar Service

Speed of Serve technology

Radar head located at each end of the court

On court displays

TV Graphics
The Commentators Information Service

- **Show Court**
  - scores and statistics (IBM)

- **Scores and serves only**
  - (umpires)

- **Non-Show court scores and stats**
  - (IBM)

- **Referees**
  - (Order of Play, Draw and Schedules)

- **Radar**

- **Commentators**
  - approx. 100 commentators
  - instant display of
    - scores
    - statistics
    - serve speeds
    - order of play
    - draw & schedule
  - co-ordinates graphics with TV producer

- **Prompter**
  - (statistics)

**Wimbledon 2003 MATCH SUMMARY**

<table>
<thead>
<tr>
<th></th>
<th>HEWITT</th>
<th>NALBANDIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aces</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Double Faults</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>1st Serves In</td>
<td>52%</td>
<td>57%</td>
</tr>
<tr>
<td>1st Serve Pts Won</td>
<td>78%</td>
<td>53%</td>
</tr>
<tr>
<td>2nd Serve Pts Won</td>
<td>50%</td>
<td>32%</td>
</tr>
<tr>
<td>Net Points Won</td>
<td>16/24</td>
<td>12/17</td>
</tr>
<tr>
<td>Break Points Won</td>
<td>8/20</td>
<td>2/10</td>
</tr>
<tr>
<td>Unforced Errors</td>
<td>25</td>
<td>41</td>
</tr>
<tr>
<td>Total Winners</td>
<td>30</td>
<td>12</td>
</tr>
</tbody>
</table>
### TV Statistics on the Commentators system

#### TV STATS - Gentlemen's Singles - 1st Round - Centre Court

<table>
<thead>
<tr>
<th></th>
<th>P Sampras</th>
<th>F Clavet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aces</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Double Faults</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Unreturned Serves</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Direction of Aces</td>
<td>2 0 0 1 0 1</td>
<td></td>
</tr>
<tr>
<td>Direction of Serves</td>
<td>8 0 41 10 0 36</td>
<td></td>
</tr>
<tr>
<td>1st Serves In</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Pts Won on Serve 1st : 2nd</td>
<td>79% : 57%</td>
<td></td>
</tr>
<tr>
<td>Average MPH 1st : 2nd</td>
<td>107 mph : 91 mph</td>
<td></td>
</tr>
<tr>
<td>Fastest MPH 1st : 2nd</td>
<td>118 mph : 103 mph</td>
<td></td>
</tr>
<tr>
<td>Pts Lost on Serve</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Serve &amp; Volley 1st : 2nd</td>
<td>15% : 3%</td>
<td></td>
</tr>
<tr>
<td>Pts at the Net Won : Lost</td>
<td>16 : 12</td>
<td></td>
</tr>
<tr>
<td>Winners : Unforced Errors</td>
<td>25 : 11</td>
<td></td>
</tr>
<tr>
<td>Baseline Winners FH : BH</td>
<td>8 : 10</td>
<td></td>
</tr>
<tr>
<td>Volley Winners</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Passing (+Lob) Winners</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Return Winners</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Returns In % 1st : 2nd</td>
<td>43% : 62%</td>
<td></td>
</tr>
<tr>
<td>Break Pts Won / Played</td>
<td>0 / 0</td>
<td></td>
</tr>
<tr>
<td>Pts Won : Serve, Baseline, Net</td>
<td>27 : 38 : 16</td>
<td></td>
</tr>
</tbody>
</table>

#### Last Serves

<table>
<thead>
<tr>
<th></th>
<th>P Sampras</th>
<th>F Clavet</th>
</tr>
</thead>
<tbody>
<tr>
<td>1h 48m</td>
<td>6 7 6</td>
<td>Last Serves</td>
</tr>
<tr>
<td>27</td>
<td>4 6 4</td>
<td>mph km/h</td>
</tr>
</tbody>
</table>
The Commentators Information Service

Detailed TV Statistics on the Commentators system
TV Graphics

- 6 'Show' courts + 1 'TV' Court
- 2 dedicated graphics feeds per court:
  - 'Burnt in' score
  - Point score
  - Bio's
  - Head-to-Head
  - Statistical graphics
  - Serve speed
  - Rally count
- Automated, cued IBM logo
- Graphic 'preview' – with auto-prompt
- Production 'mix' to BBC1, BBC2 and International Broadcasters
- IBM Thinkpad technology
- + 4 RF feeds, local site broadcast
www.wimbledon.org offers a wide range of features

- IBM Real-Time Scoreboard
- Scores / Results
- Order of Play
- PDA optimised
- Robotic Camera
- Radio Wimbledon
- Player Profiles
- Live Draw

- News / Features
- IBM Multimedia Console
- Panoramic Views
- Online Shop
- Player Interviews, Text / Video / Audio
- Online Members Club (e-bulletins)
- Cell Phone SMS for Results
- Wimbledon Plus subscription service
Real-Time Scoreboard on the Internet

Radio Wimbledon on the Multimedia Console
Internet Site

Wimbledon Plus subscription service

Subscriber receives:
- Match highlights
- Player interviews
- Feature programmes
- Golden moments
- Radio with match commentary
Internet Site
PDA.wimbledon.org

News highlights
Scores
Order of Play
Draws
Biographies
Internet Site
The Wimbledon Shop

THE WIMBLEDON SHOP
Official Wimbledon Merchandise

Welcome to the Wimbledon Shop

We have a great range of official merchandise on offer which is easy and, above all, safe to purchase through our online shop.

You can also place orders by tax or mail.

Don’t know where to start? Browse our Shop Directory.

In the Spotlight

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesh baseball cap with metal badge</td>
<td>£15.00</td>
</tr>
<tr>
<td>2003 Men’s Championship Towel</td>
<td>£23.00</td>
</tr>
<tr>
<td>2003 Ladies Championship Towel</td>
<td>£23.00</td>
</tr>
</tbody>
</table>

Designed for Netscape 4.0 and IE 4.0 and above. JavaScript and cookies must be enabled.

We are pleased to accept VISA, MASTERCARD, SWITCH and DELTA for all your purchases.

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Tel 44-070-913-0102
Fax 44-070-613-1002
Nodes on Demand – The Nuts and Bolts

- Balances web servers with computational nodes doing protein folding controlled by LoadLeveller
- Autonomic re-tasking of serving infrastructure based upon web traffic
- Built with existing IBM technologies wherever possible

*IBM Tivoli Monitoring (ITM)*
*Tivoli Events Console (TEC)*
*IBM HTTP Server*
*WebSphere Edge Server (Network Dispatcher)*
*DB2*
*WebSphere MQ Event Broker*
*LoadLeveller*
Nodes on Demand
Nodes on Demand Dashboard

- **Scoring Updates**: 04564234
- **Requests served**: 0003457984
- **Total Bandwidth**: 135
- **Site updates**: 00213456
- **Protein Calculations**: 00001367
- **Scoreboard Users**: 03715
- **Page views**: 0013456
- **Allocated Web Servers**: 18
- **Cache Capacity**: 180
- **Server Allocation**: Tasks, Web Serving, Protein Folding
- **Cache Capacity**: Locations, PDU, STL, DEN, SJC

![Nodes on Demand Dashboard](image)
Wimbledon Information System

Players, coaches, press and the public have access to the latest Wimbledon information via this system.

Current Scores (point by point)
Match Results
Order of Play
Live Draw
Player Biographies
Head to head history
Video clips
Historical database
News items
Grounds Map
Wimbledon Information System

WIS Player Report and Video

WIS statistics are the basis of the Player report and video that are given to all Show Court players giving a breakdown of their match.

Match Analysis of:

- Serving
- Receiving
- Net Play
- Rally
- Returns
- Tactical
IBM Press Desk

750 press onsite supported by the press desk for their information needs
Ticket Resale

Returned tickets are scanned at the exit gates

Business benefits

• More fans get to see live ticket-only matches even if unsuccessful in ballot applications

• Queue moving in real-time as other spectators leave the ground

• Show Court seats are maintained at higher occupancy (critical image factor)

• Receipts go to AELTC nominated charities
In-Ground Information Displays

Data collected courtside is displayed around the grounds

Match Information Display (MID)

Electronic Live Match Action (ELMA)
The IBM Kiosk

IBM uses the Kiosk and hospitality areas as a means to promote and showcase IBM. This kiosk is open to the public and demonstrates the technology that is provided as part of the Wimbledon experience.
New for 2003 – Wireless Initiatives

- Implementation based upon 802.11b wireless protocol standard
- Several pilots in plan covering a wide range of business processes and applications
  - photoflash upload
  - press hotspots
  - wireless PDAs
- Year of understanding, measuring, and assessing for longer term wireless strategy
- Widespread interest and enthusiasm in all aspects
New for 2003 - Hawk-Eye

- High speed camera technology to track the flight of the ball
- Used to show a specific point – or aggregate a number of points – e.g. dots where serves landed for a player
- Integrated with IBM Datafeed for enhancing statistics
  - Aces
  - Winning shots
- Use of the IBM Logo
Summary

• High profile event
  – 1.8 billion TV viewers
  – 4 million unique users on the web

• High performance & availability requirements
  – TV Graphics
  – Web site

• Complex environment
  – Physical and technical
  – Management and sponsorship

• Go live date fixed!!