



CASE STUDY

# SCG Trust brings sporting history to life through augmented reality

Avanade Advisory Services spearheads new Microsoft HoloLens experience and mobile app to let cricket fans step into an unforgettable inning

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It was a day that Australian cricket fans will always remember. Out of form and with his career on the line, hall of famer Steve Waugh stepped up to bat during the fifth Test of the 2002-03 Ashes series and scored a dramatic, last-ball century to ignite the home crowd and send the entire country into a frenzy of excitement. Today, fans can relive Waugh's legendary performance in vivid detail thanks to the innovative digital partnership between Avanade and the Sydney Cricket Ground Trust (SCG Trust).

### **Business situation**

#### **Enhancing the fan experience through groundbreaking innovation**

The SCG Trust — caretakers of the Sydney Cricket Ground — is in the midst of a digital transformation to improve the guest and member experience with the goal to be recognized as a leader in emerging technology. When the client wanted to explore ways that artificial intelligence (AI) and augmented reality (AR) can be used to attract more fans to the stadium, it turned to Avanade to help create something unique and iconic.

Since few moments can capture the collective imagination like a heroic — and unexpected — performance at an international sporting event, the team decided to re-create Waugh's "perfect day" to celebrate the 15th anniversary of this important match. Speed was a key factor, as the SCG Trust wanted the experience ready in time for the 2017-18 Ashes, only months away.

### **Solution**

#### **Augmented reality takes the field at the stadium and at home**

Avanade's Advisory Services team led a cross-functional ideation session with key stakeholders from the SCG Trust, during which we explored the client's requirements and ideas. A series of subsequent workshops then showcased exciting new technology platforms and identified practical use cases for each in a hands-on environment.

"We wanted to really push the boundaries of technology to offer our fans something that they had never seen before," said Jane Coles, SCG Trust's General Manager of Membership and Marketing. "Avanade's Advisory team helped turn our ambitious ideas into a custom solution, rather than just giving us something prepackaged."

The team decided to approach the project in two parts: a Microsoft HoloLens experience, which can be used by fans before important matches and as a new part of the popular stadium tour, and a mobile application that leverages AR to bring Steve Waugh right into people's homes.

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“Over the last year we’ve seen organizations across different industries experimenting with augmented reality to create new experiences for customers — and in this instance sporting fans,” explained Sarah Adam-Gedge, Managing Director of Avanade Australia. “The new HoloLens and mobile app combine high-resolution animations using motion capture of Steve Waugh and actual innings footage as part of an immersive experience that lets fans relive his famous last-ball century in 360 degrees.”

In addition to re-creating the in-game action, both platforms let users explore famous details from the match, including the cricketer’s Baggy Green cap, bat and red handkerchief. Additionally, mobile users can snap a selfie with Waugh’s digital counterpart.

Avanade managed the project from beginning to end, developing the narrative, technology stack and capabilities that went into building the experiences. For the animated components, Waugh visited Avanade’s studio partner Liminal 360 to faithfully re-create each of his shots through motion capture technology. Using an agile methodology, our delivery team worked in close collaboration with the client to rapidly prototype and build the proof-of-concept version of the experience, which was ready to go live for the public in only eight weeks.

## Results

### A successful launch opens the door to new experiences

The Steve Waugh HoloLens experience met its ambitious deadline and was showcased for the first time during the Sydney Ashes Test in January 2018, delighting fans at the venue and receiving an equally enthusiastic response during stadium tours. The mobile app has been downloaded thousands of times by at-home users around the world. The word is out.

This project is a turning point in the sporting world and has received widespread media coverage and acclaim, with the story featured in major media outlets. This recognition has increased the SCG Trust’s profile and helped solidify its reputation as a leader in digital innovation and fan satisfaction. Furthermore, the project’s success has helped expand the SGC Trust’s digital ambitions as it dives deeper into the world of emerging technology with Avanade’s help.

“The SCG Trust is proud to be leading the way in Australian sports venue technology, and using these new initiatives to celebrate our proud heritage such as Steve Waugh’s famous innings,” said Coles. “Our partnership with Avanade has helped open the door to the many ways AI/AR can be leveraged to create new fan experiences in the future.”

**Imagine the possibilities.**



#### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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