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**DIMENSION DATA UNVEILS FIRST CUSTOM-DESIGNED
DIGITAL TECHNOLOGY EXPERIENCE CENTRE**

Dimension Data is partnering with Cisco, Deloitte, EMC and Intel to bring the best of digital technology together to demonstrate the most advanced digital experience in modern sport

Paris, France - 4 July 2016 – [Dimension Data](#), the global IT solutions and services provider, today unveiled the first custom-designed digital Experience Centre. Equipped with the latest digital technology, the mobile experience centre will tour France from 2 – 21 July during the Tour de France. Through the example of cycling, Dimension Data will tell the story of how the company helped to digitise the sport of professional cycling.

Dimension Data is the Official Technology Partner of Amaury Sport Organisation (A.S.O.) which owns the Tour de France. Last week, Dimension Data and A.S.O. [announced](#) significant enhancements to the big data cycling analytics platform that delivers real-time information to viewers, commentators, teams and millions of cycling fans around the world.

“We’re partnering with [Cisco](#), [Deloitte](#), [EMC](#) and [Intel](#) to demonstrate the most advanced digital experience in modern sport,” explains Ruth Rowan, Dimension Data’s Group Executive, Marketing. “Today, digital transformation is high on the agenda of CIOs. Together with our partners, we’ll demonstrate how enterprises in all industries can harness the power of data to accelerate their digital ambitions.”

In keeping with the theme of cycling, one of the highlights in the Experience Centre are sensor-enabled bicycles. Guests will be able to participate in a virtual reality cycle race using sensor-enabled bikes. Cyclist’s information will be captured in real-time using a mobile application developed by Dimension Data that will push the information up into the Dimension Data cloud. Heart rate, speed, cadence, and power will be analysed before it’s presented in a live race dashboard.

Also on show is [NTT Group’s](#) wearable technology in the form of a ‘smart’ shirt with live [hitoe®](#) monitors which, when worn, captures biosignals from the heart and muscles of the individual, and generates a live ECG reading.

Every day, Dimension Data’s guests will participate in a telepresence videoconferencing session with the technical and data analytics team working from a mobile data centre at a remote location."

And to demonstrate how to enhance collaboration between people and groups, Cisco has created a [Cisco Spark room](#) linked to a dedicated social network for guests and the teams in the experience centre.

Over 200 guests are expected to visit the Experience Centre over the next three weeks.

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About Dimension Data

Dimension Data uses the power of technology to help organisations achieve great things in the digital era. As a member of the NTT Group, we accelerate our clients' ambitions through digital infrastructure, hybrid cloud, workspaces for tomorrow, and cybersecurity. With a turnover of USD 7.5 billion, offices in 58 countries, and 31,000 employees, we deliver wherever our clients are, at every stage of their technology journey. We're proud to be the Official Technology Partner of Amaury Sport Organisation, organiser of the Tour de France, and the title partner of the cycling team, Team Dimension Data for Qhubeka. **Go to dimensiondata.com**