

FOOTBALL AI AND ROBOT BODIES: TRIVADIS AND AWS LAUNCH SECOND SEASON OF THE "SPARX" VIDEO SERIES

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How does the German Football League use AI? Will robots in 30 years serve us as second "human bodies"? And is morality programmable? These topics make the second season of the video series "Sparx" again topical and highly thought-provoking. The first episode will be released on 16 November.

Since the outbreak of the Covid 19 pandemic, streaming services have experienced enormous growth. For example, in Switzerland, the use of streaming subscriptions such as Netflix, Apple or Amazon increased by 50 per cent in 2020¹. This development inspired data specialist Trivadis – Part of Accenture already in December last year to launch its own video series called "Sparx". Aimed at decision-makers, it features well-known personalities and experts discussing new aspects of forward-looking technologies.

The episodes of the first season generated over 700,000 views on YouTube alone and found their way into high-reach German-language media such as T-Online or Stern. "The continuation in the form of a second season was therefore an obvious choice. We are very pleased that we were able to win Amazon Web Services (AWS) as a partner for this," says Ivana Leiseder, Head of Marketing & Communications at Trivadis – Part of Accenture.

The second season of "Sparx" consists of eight episodes, which will be presented by nine speakers. Andreas Heyden counts on AI in the medialisation of the Bundesliga. The EVP Digital Innovations at the German Football League gives amazing insights into how algorithms calculate goal chances and analyse the course of football matches using large amounts of data in real time.

Rafael Hostettler, co-inventor of the famous humanoid robot "Roboy", explains the place robots will take in our lives as "second bodies" in 30 years' time, and Catrin Misselhorn, philosophy professor at Göttingen University and bestselling author, explores the question of how morally machines can decide.

Other speakers in the second season of "Sparx" include Martin Luckow from Trivadis, Ralf-Dieter Wagner, Markus Winterholer and Jürgen Wirtgen from AWS and Sarah Böcker and Kathrin Schwan from Accenture.

"'Sparx' is one of the most innovative video formats for decision makers. The series impressively shows how far new technologies can take us when used correctly. We are very pleased to be able to help shape the second season as a partner," says Matthias Egli, Partner Development Manager of AWS Switzerland.

The episodes will be published on the series' own website and on YouTube in a bi-weekly rhythm from 16 November 2021 until probably the end of March 2022.

¹Blum, Pascal: Kein Mensch schaut Schweizer Filme auf Netflix. In: Tages-Anzeiger online, 27 October 2021. <https://www.tagesanzeiger.ch/kein-mensch-schaut-schweizer-filme-auf-netflix-180143321356>

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Further information material:

- Website (episodes of the second season of "Sparx" will be added from 16 November): <https://www.trivadis.com/en/sparx>
- Picture: <https://m.trivadis.com/hubfs/Sparx%20Staffel%202.png>
- Trailer: <https://www.youtube.com/watch?v=0D7gldwntc0>

CONTACT

Ilka Franzmann

Phone: +49 170 280 51 81

E-Mail: ilka.franzmann@trivadis.com

Trivadis – Part of Accenture is an IT service provider with headquarters in Zurich and 15 workspaces in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its customers in the intelligent use of data and new technologies. In doing so, Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions, the refinement of data, to consulting and training. Customers of Trivadis include automotive manufacturers as well as insurance companies, banks and healthcare facilities. Further information at: <https://www.trivadis.com/en>