Serving insights to US Open tennis fans

For 22 years, IBM and the USTA have created an interactive digital environment that connects tennis fans to action at the US Open and delivers insight into what's happening on the courts.

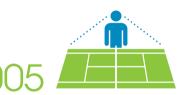
1990

IBM becomes the **Official Information Technology Provider** of the US Open



IBM hosts the first official tournament website, **USOpen.org**





Virtual court experience allows fans to follow US Open action in real time



SlamTracker technology

provides a live interactive view and enhanced point by point scoring



Tablet-friendly version of USOpen.org is introduced for mobile tennis fans



IBM and USTA unveil a US Open iPad App that delivers live video, real-time stats and insight into match data via a social dashboard





IBM and the USTA use **Linux** to manage US Open.org traffic

2006







US Open goes mobile with official iPhone app

and offers live-streaming match footage

2011



Keys to the Match analyzes
39 million data points to reveal
insights that indicate how players
need to perform to win and a
new **US Open Android app**connects fans to tournament
action