

# François Ribeiro: Be Your Own Director



Infinite Reality considers technology, not as an add-on to the consumer experience, but as an integral part of it. As a result, no industry is off limits when it comes to building a fully digital, immersive experience—even those that are physical by nature like sports.

François Ribeiro, CEO Europe, Middle East, and North Africa at Infinite Reality, has spent the past 25 years thinking of new ways to connect fans with their favorite sports. And now, with extended reality technologies, the opportunities are limitless.



François Ribeiro, CEO Europe, Middle East, and North Africa at Infinite Reality

In the Metaverse, fans can overcome geographical barriers to attend a sports event virtually. “It transforms a remote experience into a social moment,” explains Ribeiro. Assuming their own avatar, they can interact with spectators from the sidelines, meet champions after the competition, and feel a buzz that is incomparable to the physical experience.

