

Press Release

## Sharp kicks off EURO 2012 with its FanLabs

*Your passion inspires our innovation*

**How emotional are fans when it comes to the world's greatest sport? To activate their sponsorship of UEFA Euro 2012™, Sharp is to launch a unique, never seen before insight project into football fans' behaviour, sending out on tour a FanLab on wheels that aims to discover more about European football fan culture. Using biometric data and surveys, Sharp will discover just how passionate European fans are about football and how far they're prepared to go to ensure the success of their team. The internet platform [sharpfanlabs.com](http://sharpfanlabs.com) will also offer European football enthusiasts the chance to actively get involved in this huge study of fan culture and passion.**

**Alicante, October 2011:** Raw emotions, sweat on the forehead, racing heartbeat and a pulse rate that's going through the roof — no one gets more excitement than true football fans when their team heads off in hot pursuit of the round leather ball. But what sort of feelings do they experience during the 90 minutes of a match, and how well do fans really know their team? Are Italians and Spaniards really as emotional, and are Germans really as rational as it's always claimed? Would English fans do more than the Dutch, Polish or Croatians to ensure their favourite eleven succeed? And — if a team makes it through to the final stages of a tournament — where do the most "fair weather fans live? Sharp is seeking the answer to these and many more questions and has launched a unique study into European football and fan culture.

"We want to understand fans more and grasp their enthusiasm and passion. Therefore we created Sharp FanLabs. They're our contribution to European football culture and unite Sharp and football perfectly; FanLabs are where sport is combined with science, and science with passion. Sharp FanLabs will deliver us undiscovered knowledge and unrivalled insights into football fans across Europe. About their hopes, their rivalries, their match predictions, their banter and their emotions," says Paul Molyneux, CEO of Sharp Electronics Europe.

### **Football labs on wheels for fans to tour across Europe**

The project's centrepiece is the FanLab truck, a mobile laboratory that will offer a unique way to gauge fans' emotions. Inside, a total of 16 places are available for the use of experts deploying biometric analysis to obtain insights into the range of emotions fans are experiencing while watching a match. The FanLab truck will be on tour until June 2012 before arriving at "fan zone" parks located in Poland and Ukraine to coincide with the finals of the UEFA Euro 2012.

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“We’re investigating fans’ passions with the help of neuroscientific technologies and biometry, along with playful surveys in an experiment we’re describing as the ‘fan passion score’. The experiment is made up of several components and delivers completely new impressions of and information about the dedication and the differing mentalities of European fans,” explains Molyneux.

The FanLabs website [www.sharpfanlabs.com](http://www.sharpfanlabs.com) offers football fans around the world the chance to get actively involved in the fan experiment, creating their own fan profile. Fans can find out their own personal passion score with the help of just a few questions and then share their results with friends before using surveys on the website or mobile applications for smartphones to further refine their score. Together with the knowledge gained from the biometric analysis, the surveys offer unprecedented opportunities and never seen before insights to compare European football fans.

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*Further information is available online at:*

[www.sharp.eu](http://www.sharp.eu)

[www.youtube.com/user/SharpEurope](http://www.youtube.com/user/SharpEurope)

[www.facebook.com/SharpEurope](http://www.facebook.com/SharpEurope)

[www.twitter.com/Sharp\\_Europe](http://www.twitter.com/Sharp_Europe)

### **About Sharp’s EUROTOP sponsoring of UEFA**

Sharp Electronics Europe GmbH is a EUROTOP sponsor of *Union of European Football Associations* (UEFA) during the period from the 31 August 2010 until the 31 December 2013. The sponsorship enables Sharp to use the tournament organised by UEFA for its purposes during this period. The sponsorship will culminate in June and July 2012 after the staging of the Under-21 European Football Championship and the UEFA Euro 2011 qualification round. The final round of the men’s 2012 European football championship to be held in Poland and Ukraine will coincide with the 100th anniversary of Sharp’s foundation. The sponsorship ends after the conclusion of the UEFA European Football Championship 2012, the Under-21 European Football Championship 2013 and the UEFA Women’s Championship 2013 in December 2013. The Japanese technological firm wants to further awareness of the Sharp brand through the partnership and to focus attention on its products in its dual core business areas of consumer electronics and solar systems. The enterprise will bring to bear its years of experience in sport sponsorship.