

ELEAGUE Street Fighter® V Invitational 2018 to Feature First-of-its-Kind Use of Eye-Tracking Technology for Major Fighting Game Tournament

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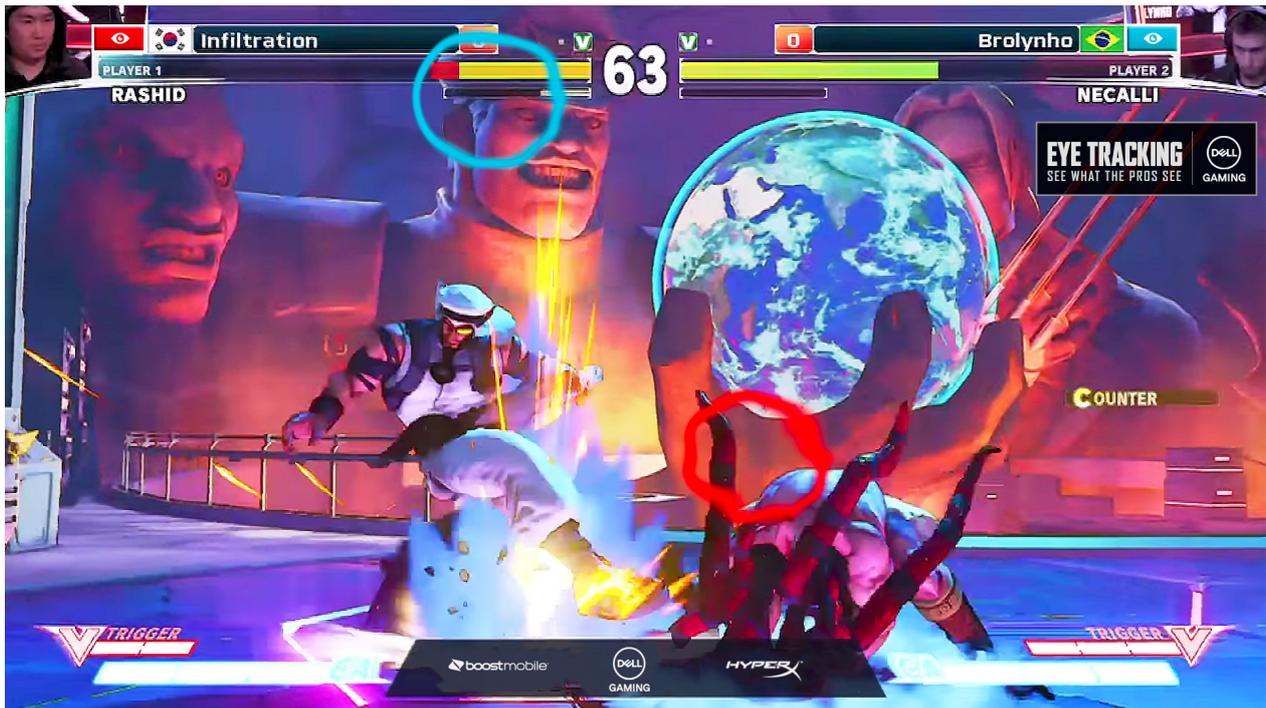
Retina-Tracking Technology to Broaden Awareness of Players' Skills by Displaying In-Game Eye Movements During Special Dell "Getting Technical" Segments

Turner and IMG's *ELEAGUE Street Fighter® V Invitational 2018* will be the first major fighting game tournament to track both competitors' in-game eye movements at the same time, when the five-week showdown begins **Friday, June 1, at 3 p.m. ET** on **Twitch**. Featured Friday matches will air on **TBS** at **11 p.m. ET/PT** each week.

ELEAGUE, in collaboration with its long-standing technology and marketing partner Dell Gaming, will leverage eye-tracking technology to offer fans unprecedented access to the minds of professional *Street Fighter* players. The Invitational will see 22 of the world's elite players, along with two rising amateurs who emerged from [ELEAGUE The Challenger: Street Fighter V](#), compete for **\$250,000** in prize money.

How the Technology Works

Micro projectors and sensors supplied by Tobii Group will track each player's eye movements and use the data to create a visual of where the competitors look throughout a given match (see the image below). The overlay will be shown during special Dell "Getting Technical" studio analysis segments. ELEAGUE's commentary team can use the enhanced highlights to offer fans a more detailed understanding of how the world's best *Street Fighter* players gain match-deciding advantages during pivotal in-game moments.



“As esports continue to grow, technology presents unique opportunities for fans to have a window into the decision making of these highly skilled pro players,” said **Robert Occhialini, Vice President, esports Products and Technology, Turner Sports**. “Like in traditional sports, these esports stars have distinct abilities that we can now show as part of ELEAGUE’s live event coverage, and we are excited to offer viewers an unprecedented level of access to live fighting game competition through our partnership with Dell.”

This is the latest in a series of innovations ELEAGUE has integrated into its programming, including:

- Eye-tracking, advanced analytics and virtual reality for Counter-Strike: Global Offensive coverage
- Alienware and Dell PC hardware, which powers all of the thrilling action during ELEAGUE competition
- The award-winning ELEAGUE LIVE Game Command mosaic video player, which gives viewers ultimate control over how they consume ELEAGUE’s live CS:GO coverage
- Fully-produced live event studio coverage that is tailored for Twitch distribution, while coinciding with TBS coverage - including a standalone set and commentators dedicated to streaming audiences.

On-Site Media Access

Media members interested in credential access to cover the Invitational, including a behind-the-scenes tour of the eye-tracking infrastructure at Turner Studios, can contact Turner Sports PR at turnersportspr@turner.com or (404) 575-6765. Opportunities to cover the event remotely, including via media teleconferences with players, will be available on a weekly basis.

About ELEAGUE

ELEAGUE - formed in partnership between Turner and IMG - is a premium esports content and live tournament brand that has aligned with some of the most popular esports titles in the business through its first two years: Counter-Strike: Global Offensive - including having hosted two Major Championships - Overwatch®, Street Fighter® V: Arcade Edition, Dota 2, Injustice 2, Rocket League, Formula

E and TEKKEN® 7. With a focus on innovative production capabilities, storytelling and exploring compelling narratives surrounding star teams and players, ELEAGUE has generated record levels of engagement with its content and positive reaction throughout the esports community since its launch in 2016.

About Capcom

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games including ground-breaking franchises Resident Evil®, Street Fighter®, Monster Hunter™, Ace Attorney®, Mega Man® and Devil May Cry®. Capcom maintains operations in the U.S., Canada, U.K., France, Germany, Tokyo, Taiwan, Hong Kong and Korea, with corporate headquarters located in Osaka, Japan. More information about Capcom and its products can be found at www.capcom.com or www.capcom-unity.com.

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