

## For immediate release

## Press Release

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### **Tata Communications and the MERCEDES AMG PETRONAS Formula One™ Team announce the second challenge in the F1® Connectivity Innovation Prize**

#### ***Challenge 2 is to create a MERCEDES AMG PETRONAS Formula One™ Team Global Scrapbook***

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**London – September 3rd 2014** – Tata Communications, a leading provider of a New World of Communications™, today confirmed the details of the second technology challenge intended to harness global brainpower in the USD \$50,000 initiative set against the white heat of connectivity innovation that defines Formula 1® racing.

The detail announced today in the lead-up to the FORMULA 1 GRAN PREMIO D'ITALIA 2014 is to create a global digital scrapbook to celebrate the richness and diversity of 'The Silver Arrows' extensive history in the sport. The Global Scrapbook Challenge is intended to create and sustain a virtual 'museum' as an engaging online treasury of anecdote, recollection and intrigue that will attract both browsing visitors as much as the broadest range of contributions from fans of the sport.

Lewis Hamilton, Driver for the MERCEDES AMG PETRONAS Formula One™ Team says, "The Mercedes-Benz Silver Arrows have an amazing history in our sport. The legendary skills and achievements of drivers like Juan Manuel Fangio and Stirling Moss in the 1950s are an inspiration to me and, I believe, provide a rich tapestry for this project to bring our history alive through the hands of the fans themselves."

Entrants are being set a technology challenge to define the capture and curation of artefact from the present season with the MERCEDES AMG PETRONAS Formula One™ Team back to Mercedes' history in the sport in the 1950s. In addition entrants are being asked to propose a campaign methodology to ensure the Scrapbook captures the imagination of the digital generation.

Julie Woods-Moss, CMO and CEO of NextGen Business, Tata Communications says, "We are witnessing a seismic change in the way the world is engaging with digital content driven largely by user generated content. I believe the Global Scrapbook Challenge will be an enfranchising project that will allow people around the world to show their affinity to Formula One™ and create a fascinating archive of content delivered through cutting edge technologies."

Tata Communications' intention in setting the context for this challenge is to inspire entrants to creatively apply content curation and digital promotion to provide a new and novel dimension for fan engagement with the MERCEDES AMG PETRONAS Formula One™ Team.

Challenge 2 follows the success of the first task to creatively apply analytical and information technology solutions to demonstrate new and insightful information that can be derived from Formula One Management's live data feeds. Winner Chris Thelwell from the UK submitted a proposal to make real-time data accessible to all by creating



a new open-source data humanisation service that brings the data to life, while Ben Lambert, Will Horner-Glister, Mike Albers & Fabian Birgfeld from the UK suggested segmenting consumption of the F1<sup>®</sup> data set by user group, defining these as 'The Team', 'The Enthusiasts' and 'The Fans'. More detail about the winning submissions for Challenge 1 can be read [here](#).

The judging panel is made up of Formula One Management's CTO, **John Morrison**; 2008 FIA Formula One™ Drivers' World Champion and MERCEDES AMG PETRONAS Formula One™ Team driver, **Lewis Hamilton**, Lewis' 2014 World Championship-leading team Executive Director (Technical), **Paddy Lowe**; Tata Communications' CMO and CEO of NextGen Business, **Julie Woods-Moss** and former F1<sup>®</sup> driver and Sky Sports F1<sup>®</sup> expert commentator, **Martin Brundle**. The judging panel will be evaluating submissions for Challenge 2 against the high standard set by the winners of the first round of the competition.

A full brief for the second F1<sup>®</sup> Connectivity Innovation Prize challenge can be downloaded from Tata Communications' [F1<sup>®</sup> Connectivity Innovation Prize website](#).

The third and final challenge will be announced on the eve of the 2014 FORMULA 1 UNITED STATES GRAND PRIX.

Tata Communications is a Technology Supplier of Formula 1<sup>®</sup> and provides Formula One Management with world-class connectivity to all 19 Formula 1<sup>®</sup> race locations over the [world's first wholly-owned sub-sea fibre network](#) to circle the globe. It also provides hosting and content delivery services to Formula1.com, which is accessed by tens of millions of fans around the globe. This innovative collaboration positions Tata Communications corporately as a Technology Supplier of Formula 1<sup>®</sup> with category exclusive designations as Official Connectivity Provider of Formula 1<sup>®</sup> and Official Web Hosting and Content Delivery Network Provider of Formula1.com.

As the Official Managed Connectivity Supplier for MERCEDES AMG PETRONAS Formula One™ Team, Tata Communications also supports the data transmission over its global networks to keep Lewis Hamilton and Nico Rosberg at the leading edge of the championship.

## Ends...

<sup>1</sup> No purchase necessary. Official Rules identifying (i) who is eligible to participate; (ii) how to participate, (iii) how winners will be selected, and (iv) a description of the prizes available will be posted at [www.tatacommunications.com/f1prize](http://www.tatacommunications.com/f1prize).



### About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to more than 200 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.  
<http://www.tatacommunications.com>

### Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications' various filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

### About Formula 1®

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2013 it was watched by over 450 million unique television viewers from 185 territories. The 2014 FIA Formula One World Championship™ runs from March to November and spans 19 races in 19 countries across five continents. Formula One World Championship Limited is part of the Formula One group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit [www.formula1.com](http://www.formula1.com).