

TRANSFORM OLYMPIC FAN EXPERIENCES WITH SPORTS SIMULATOR – IMMERSIVE ENGAGEMENT FOR OLYMPICS LA28.

The Los Angeles 2028 Olympic Games will be one of the greatest sporting spectacles in history, attracting millions of visitors and billions of viewers worldwide, and the Sports Simulator is the perfect way to transform the fan experience by allowing people to take part and feel like Olympians themselves. By 2028 the simulator will feature over 100 interactive sports, including football, basketball, tennis, golf, baseball, archery and Olympic newcomers such as cricket, lacrosse and squash, giving fans the chance to step into the arena and play their favourite sports in a safe, immersive environment. With more than 1,500 Olympic-style challenges and access to 3,500 world-renowned stadiums including Olympic venues, Sports Simulator delivers unrivalled versatility, making it ideal for fan zones, sponsor activations, corporate hospitality and sports bars. From penalty shootouts and free throws to archery bullseyes and cricket bowling, the system creates unforgettable memories while enabling brands and sponsors to integrate logos and campaigns inside virtual stadiums, embedding messages into every fan experience. Football remains a crowd favourite, with 69 football-specific challenges recreating the pressure and excitement of the Olympic pitch, but the simulator also appeals across generations and cultures, ensuring strong engagement and repeat play. Already installed at institutions such as [CITB College](#) and [Clemson University](#), the simulator has proven its value in promoting well-being, entertainment and social interaction, inspiring the next generation to challenge Olympic records and compete with friends. With LA28 set to define new standards in fan engagement, companies embracing this technology will stand out long after the Games. Click to [View the full Sports Simulator Blog](#).

