

## Santander presents Fieeld, a device enabling blind people to experience football using their fingertips

- First touch system for broadcasting sports events that enables the movements of the ball and the players' moves to be followed.
- Santander launched a video to present Fieeld. It featured a young blind person and his mother, who have been acknowledged by FIFA as the best football fans in the world.
- The presentation of Fieeld coincides with the Libertadores Cup final, to be played between Flamengo from Brazil and River Plate from Argentina in Lima (Peru) next Saturday.

### Madrid, 20 November 2019 - PRESS RELEASE

Today, Banco Santander presented Fieeld, an original device enabling blind people to experience football like they have never been able to do it before. Fieeld is the first touch system for broadcasting pre-recorded sports events that enables the movements of the ball and the plays to be followed using the fingertips. This innovative technology was created by the Havas Group and developed in conjunction with Banco Santander.

The device converts the data collected by monitoring the players and reproducing each move. The technology transfers the position of the ball to the hands. The project is now at the point where it is looking for a technological partner to broaden development and possibly to market the product.

Juan Manuel Cendoya, senior executive vice president of Communications, Corporate Marketing and Research at Banco Santander, said: "Fieeld is a clear example of how technological progress and football can have a positive impact on society and improve the quality of life, this is why we have developed this project. In Santander, we support sport because we are committed to progress of society."

Fieeld has the support of the International Blind Sports Federation (IBSA). IBSA is on the International Paralympic Committee, has members in 120 countries and plays a leading role in the development of sports for people with visual impairment.

To present Fieeld, Santander today launched a video featuring Nicko, a blind Brazilian boy who is a great fan of Palmeiras and whose mother plays the part of commentator for all the games. FIFA awarded this very touching story the best fans in the world prize at their most recent annual gala last September. With Fieeld, Nicko can now enjoy a unique experience: using his fingertips to feel the goals scored in the Libertadores Cup, the most important football competition in Latin America.

Next Saturday, 23 November 2019, Flamengo from Brazil and River Plate from Argentina will play the final of this competition in the Estadio Monumental in Lima (Peru). This why Santander have organised a number of presentation events this week in Brazil, Argentina and Peru. The event in Brazil will enjoy the participation of Ronaldo Nazário, Santander's ambassador and the stars of the video: Silvia Grecco and Nicko. In Argentina, there will be the players in the team representing Argentina Blind Persons, "Los Murciélagos" (The Bats).

With this project, Santander has taken a further step in its commitment to show how football can have an impact on society and improve the quality of life, with greater and better inclusion. It is an essential

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part of #FootballCan, Santander's commitment strategy for the positive impact that football has in the society.

Banco Santander sponsors some of the world's most significant football competitions: the Libertadores Cup for the last 12 years, the UEFA Champions League, and LaLiga Santander in Spain.

- **Video (1)** of Fieeld with Nicko (45 sec.): Watch and download in [English](#), [Spanish](#), [Portuguese](#).
- **Video (2)** Fieeld demo (2 min.): Watch and download in, [English](#), [Spanish](#), [Portuguese](#).
- **Photos**: View and download [here](#).

**Banco Santander** (SAN SM, STD US, BNC LN) is a leading retail and commercial bank, founded in 1857 and headquartered in Spain. It has a meaningful presence in 10 core markets in Europe and the Americas, and is the largest bank in the euro zone by market capitalization. Its purpose is to help people and businesses prosper in a simple, personal and fair way. Santander is building a more responsible bank and has made a number of commitments to support this objective, including raising over €120 billion in green financing between 2019 and 2025, as well as financially empowering more than 10 million people over the same period. At the end of September 2019, Banco Santander had EUR 1.04 trillion in customer funds, 144 million customers, of which 21 million are loyal and 36.2 million are digital (51% of active customers), 12,700 branches and 200,000 employees. Banco Santander made underlying profit of EUR 6,180 million in the first nine months of 2019, an increase of 2% compared to the same period the previous year.