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[MUSIC].

>> DIEGO SCOTTI: Hello, everyone, I'm Diego Scotti, CMO of Verizon. And it is great to be here. This is my first E3. So you might be wondering why am I here. And why Verizon is here. At the industry's biggest gaming conference.

Well, let me tell you, this past year changed everything. Including the world of gaming. The pandemic sparked a massive growth for the industry. New players came in droves and for many gaming took a new meaning. It was a source of comfort. A creative outlet. And a means of connection.

In fact, we estimate that 5 out of 6 people in the U.S. have played a video game at some point in the past 6 months. That is amazing.

And this growth has propelled the gaming industry towards massive new creative opportunities. And cutting-edge ideas. Gamers know better than anyone that cutting-edge ideas demand new technologies that can keep up.

And that's where Verizon comes in.

Because here is the thing, in our increasingly fast-paced interconnected world, we need technology that can transform every aspect of gaming. Technology that's not limited to a single console or platform. What we need, it's a network. And that network is Verizon 5G Ultra Wideband.

That is why we are here today. To tell you about Verizon 5G Ultra Wideband's high speed low latency massive capacity and the power of Mobile Edge Compute or MEC.

And how Verizon is powering a gaming revolution.

We're going to talk about three gaming communities that will benefit the most. The first community is the developers who create the games. We'll see how developers can make the most graphic reach multiplayer games ever created. And immersive gaming formats like virtual reality can come to life in whole new ways.

The second community is the sports teams who play them.

We will look at how players can download games in seconds and multiplayer games typically reserved for consoles can now be played on mobile. And third is the community of fans who engage with them. Fans can stream games on the go with no additional downloads or consults needed. So in all these three areas Verizon 5G Ultra Wideband is the innovation that makes other innovations possible.

Let's take a look.

[MUSIC].

>> DIEGO SCOTTI: Wow, the 5G gaming revolution is on. 5G Ultra Wideband and Mobile Edge Compute are literally game changers for this industry. And to prove it, we'll hear from friends I'm proud to have here with us today. Dignitas. Team Liquid and EA and Riot Games. It's an amazing group. All the games, all the programs, the hardware being announced here at E3, all of them require a powerful network. And Verizon 5G will take all of them to the next level.

We're talking about capabilities that include speeds that can reach up to 4 gigabits per second. Latency measuring milliseconds. The potential to support more connected devices than ever before. And smaller handsets with extended battery life.

It's simply incredible. I'm so excited.

To bring this to life let's see how 5G will change everything.

[MUSIC].

>> DIEGO SCOTTI: So, so amazing. I really love that video. So now let's talk about the people who are using this technology to create the games. The developers.

And how this new technology will change the way they create and publish games.

So to do this, I want to introduce Nicki Palmer, Verizon's Chief Product Development Officer. Take it away, Nicki.

[MUSIC].

>> NICKI PALMER: Thank you so much, Diego. To get an even better understanding of how Verizon 5G is making permanent transformations within gaming, I want to tell you something about Mobile Edge Compute or MEC.

It's a technology that's having a huge impact on those game developers that Diego mentioned. MEC involves putting compute power that would have otherwise been in the cloud or on the device itself into the edge of the network where those capabilities are most needed for low latency performance. In 2020, Verizon became the first company in the world to launch MEC. We did that with Amazon Web Services wavelength. So far we have deployed MEC in this fashion with AWS in ten major metropolitan areas across the United States. We have also announced a private MEC solution teaming with Microsoft Azure.

In addition, we announced 5G and MEC co-innovation collaborations with IBM, Cisco, SAP and Deloitte. So in short, Verizon is where the tech superstars go when they want MEC done right.

So what does all this mean for developers? A lot as it turns out. For starters with

MEC and 5G Ultra Wideband processing can happen closer to the user reducing the amount of time to upload or download a massive file or crunch a huge database so say goodbye to the days of high def games bogging down the network. Not only that truly immersive gaming in formats like virtual reality can be enabled. And that reduces the lag and the jitter in the experience that may have prevented the adoption of VR in the first place. This technology also provides a platform for hear developers that can change the size and weight of the headset from clunky headsets in the past and unlocking the huge gaming potential with virtual reality. With augmented reality also on the rise, there are even more implications for game developers.

Especially the ones who are so creative that the current platforms can't keep up.

Until now. The platforms are here thanks to 5G Ultra Wideband even the most visually complex cloud-based games can come through beautifully on any user device just as their creators intended.

Developers can now focus on making the best games. They can rewrite the rules for creating eye popping graphics rich multiplayer action without worrying about hardware or network limitations.

So now that we have lifted the creative limitations for developers, I want to shift gears to talk about the second community being impacted by the power of 5G. And that's eSports teams. ESports has been one of the fastest growing entertainment categories in the world. With access to Verizon 5G Ultra Wideband and Mobile Edge Compute new games can be played with higher fidelity and lower latency creating new opportunities for eSports lesion, especially mobile eSports.

Our 5G Labs have been the perfect place for eSports innovation. These 5G and MEC enabled environments are cutting edge incubators for forward thinking companies ready to build the scale of gaming in 2020 Verizon's 5G lab in LA became home to the 5G gaming center. This first of a kind facility was created in partnership with Dignitas serving as West Coast headquarters and home of League of Legends team and for the future of eSports engagement and content.

Since then we have expanded our capabilities to include a world class XR stage, cutting edge volumetric capture and a space for player analytics. We are taking it to the next level.

Exploring how 5G Ultra Wideband network can enhance player performance enable new fan connections and empower the next wave of gaming and eSports experiences.

Let's see how.

[MUSIC].

>> I don't think any other organization or company has what we have here at the Verizon 5G lab. It's the first in the world. So it's really exciting to be a part of something so innovative and seeing where it can take eSports.

Verizon is definitely elevating the game to the next level my name is Emmalee I go by Emuleet in game and I'm the captain for Dignitas Valorant team. We have

streaming pod rooms to connect with our fans on a personal level. Boot camp rooms so we can get down to business and prepare for tournaments.

It's really nice to have the gaming center here in our own personal streaming pods and basically have one-on-one conversations with all my viewers my full name is Carolyn and in the gaming community I'm known as artstar I'm a content creator for Dignitas and formerly a player on the female team.

>> ESports is like any other sport they want to interact with their fans and there's a very high level of accessibility we have a ton of different technology we have a virtual production stage that allows for XR. We have a volumetric capture stage. 5G is going to have a huge impact on gaming. And it will completely revolutionize how games are played today. Right now mobile games utilize either processing on a phone or processing in the cloud. 5G combined with MEC is going to completely change that paradigm.

The lab is a fantastic place for us to partner with game developers to learn how they want to build their games in the future in order to take advantage of our network so consumers will be able to have multiplayer augmented reality games and experiences on their mobile devices so they will eventually be able to do that anywhere.

>> It is incredibly exciting to see Verizon taking it to the next level so innovative and always thinking of ways how they can make it better, the connection better, how can they make the gaming experience better.

>> To me what's really exciting is when we bring in creative people who are given access to this technology and they come up with an idea that we never would have thought of and we're just at the beginning of how 5G is going to impact games.

>> Emuleet and artstar thank you so much for that. I am so excited about the possibilities of the gaming center. I'm going to turn it back over to Diego.

>> DIEGO SCOTTI: Wow, thanks, Nicki. I totally agree. It's fantastic to see that gaming center come to life. Now let's move on to the third and biggest community that will be impacted by 5G.

The fans and their experience.

That connection between eSports players and their fans is so unique. There's no other sport that has the same real-time personal connection. And just like the players, these fans want innovation, too.

And to create a deeper engagement and immersive experiences they want, we are going to need to harness the power of 5G.

To help me bring this to life, I want to introduce someone who truly knows fan engagement. She has fans both as a dynamic member of the Minnesota Lynx and as a streamer with Team Liquid.

Aerial Powers.

>> AERIAL POWERS: Thanks, Diego. Hi, everyone, I love competition. Whether it's on the court or streaming and as one of the most successful eSports

organizations in the world so does Team Liquid. TL is tech forward and always looking to push the envelope. Innovating how we train, compete, and engage with fans.

The fans obviously share that love for competition. This synergy between Team Liquid and the community leads to a critical connection. One that shapes who we are. And we have only just begun to scratch the surface of what's possible when it comes to community engagement and sharing moments around competition. Both in person, which we're all looking forward to getting back to, and virtually. Verizon 5G Ultra Wideband is the key to unlocking the future of these experiences. With the power to enable teams and players to deliver the most immersive and personalized experiences ever. This technology is transforming the way fans play and consume content. Team Liquid has a 20-year history of changing the game through the power of community and innovation. And we cannot be more excited about the next phase of gaming. Brought to life with Verizon 5G. Thank you.

>> DIEGO SCOTTI: Thanks so much Aerial. This is really exciting stuff. Now, there is clearly new territory to tap into with fan engagement. I am convinced it is the future.

And to help build that future, Verizon and Team Liquid are joining forces for the ground-breaking 5G innovation partnership. We'll generate fan-facing 5G experiences that will reshape engagement around eSports tournaments. Whether you're there in person or watching virtually at home in real-time.

Let's look first at in-person events.

This year as live events return, Verizon and Team Liquid will give fans new experiences at the industry's biggest events.

We have over 60 stadiums and arenas around the country with Verizon 5G Ultra Wideband. In here fans can look forward to 360 degree portal views for game play for fully immersive experience and the ability for top streamers to play live from venues during these events.

Something that's never been done before. Only with that powerful connection can you unlock second screen experiences that immerse fans in the competition.

And that allows top content creators to stream live from those venues.

And for those watching remotely, the innovations will allow fans to experience live events together virtually, giving them the best seats in the house.

And 360 degree access that puts them in the middle of the action.

I can't wait to see what comes from our Team Liquid 5G innovation partnership.

Now, Verizon's expansive collection of gaming industry partners is capable of reaching over 120 million of those players. And that's in the U.S. alone.

We want to show every one of them how Verizon's networks will benefit both players and developers in totally new ways.

A great example of this was our partnership with Epic to create the Super Bowl 5G stadium in Fortnite creative mode. This was the largest branded experience ever built

in Fortnite's creative mode. And it gave players the opportunity to interact with their favorite NFL players and pro players in a way that's never been done before. The activation featured four football-inspired games and a few hidden surprises for players.

It was a great demonstration of the power of 5G for gaming with the low lag and highest speeds made only possible by Verizon 5G Ultra Wideband.

But 5G doesn't just transform Battle Royale games like Fortnite it also changes single player and strategy games I'm thrilled now to invite a friend of mine to talk about how Verizon 5G is amping up the player experience. He is safety for the LA Chargers and is seriously engaged Madden NFL player, Derwin James. My man.

>> DERWIN JAMES: What's up my man.

>> DIEGO SCOTTI: So great to have you.

>> DERWIN JAMES: Thanks for having me man.

>> DIEGO SCOTTI: Thanks for coming. You all know this guy. He place for the LA Chargers and your home field is the new SoFi Stadium which is amazing. It was created with the most cutting-edge technology in existence and I will tell you it is home to Verizon's largest 5G stadium built in the country. Built with 5G at its core. So Ultra Wideband coverage can be found throughout the entire stadium.

>> DERWIN JAMES: I can't wait to get the fans back out there into the stadium for many reasons. Venue is incredible. The tech is built around and it's going to totally reshape how we watch and play the game.

>> DIEGO SCOTTI: It's very, very, very cool and listen we can talk about these tech enhancements for a long, long time. But you're here today because you're not only a competitor on the field.

>> DERWIN JAMES: Yes, sir.

>> DIEGO SCOTTI: But you're also a passionate gamer, right?

>> DERWIN JAMES: Yes, sir.

>> DIEGO SCOTTI: A huge Madden NFL fan.

>> DERWIN JAMES: I am I started playing football when I was about 4 years old and Madden NFL when I was 7 years old you can say I've always been a competitor always wanted to be a professional football player when I played Madden NFL as a kid, I created my player. I wanted to have super speed. Super size and of course handsome and to be able to be the player I am showed a lot of dedication.

>> DIEGO SCOTTI: That's so cool and you achieved all of that I don't know about the handsome one. But anyway, it's a great story and I'm sure you've seen tons of changes in the game since you started playing both on the film and on the screen.

>> DERWIN JAMES: You can say that the innovations around Madden NFL on the field and screen overall are incredible when I started playing there were maybe the color course with the images were blurry the networks were kind of slow so you're constantly getting the lag. It's so different now the visuals are more realistic networks have gotten together and you can play with a group of people all over the world with

people from another country it's amazing.

>> DIEGO SCOTTI: It's amazing you can't believe what two decades of innovation can do to the game as you think about the future what do you want to see next.

>> DERWIN JAMES: Madden NFL is already delivering a lot but I would love to see more new modes with deeper authenticity what it's like to be in the field I want to be in the moment as a player I want to feel like I'm out there more engagement to connect with people and other people across the world so being able to be mobile because I'm constantly on the go as an athlete so I want to be able to connect with my friends mobily, too.

>> DIEGO SCOTTI: That's really cool and listen I'm glad you mentioned mobile because we believe at Verizon is the future.

>> DERWIN JAMES: Yes, sir.

>> DIEGO SCOTTI: We ended the year I want you to hear this number with 17,000 5G small cells all across the country.

>> DERWIN JAMES: Wow; wow.

>> DIEGO SCOTTI: We expect to have by the end of the year 30,000 so everybody can enjoy 5G. So I tell you this kind of expansion means that the powerful connection you need for console quality, gaming experience on mobile like the one you want.

>> DERWIN JAMES: Yes, sir; yes, sir.

>> DIEGO SCOTTI: Will continue to grow very quickly. Here is one other thing, we are taking it also to the next level. Because we are combining this power of the Verizon Network with a creativity of the developers of EA. Their team will work with our 5G Labs to innovate using 5G to focus on creating the most dynamic player experience ever. So together our goal will be to produce optimizations for EA Sports, including your favorite Madden NFL Mobile.

>> DERWIN JAMES: Yes, sir.

>> DIEGO SCOTTI: Using low latency to develop mobile experiences the kind of the ones that Derwin you my man and so many others are craving.

>> DERWIN JAMES: That's amazing. That's amazing. That's literally changing the game. Seeing the networks and improvements created over the last 20 years I can't wait to see what the next 20 years bring with the power enhancement of 5G power.

>> DIEGO SCOTTI: That is it the power of 5G so great to have you man.

>> DERWIN JAMES: Thank you for having me.

>> DIEGO SCOTTI: Good to see you.

>> DERWIN JAMES: Yes, sir.

>> DIEGO SCOTTI: So it's so exciting to talk about the new technology and how it is impacting the entire gaming ecosystem across the three big areas of developers, eSports teams, and fans. All bringing fantastic innovation to the industry.

But today there is also a fourth area that is very timely for us to talk about. And that is the importance of supporting diversity in the gaming industry.

As technology stretches the boundaries of what's possible and as the industry grows, the players and the fans are more diverse than ever.

And so a different sort of innovation is required.

With this shift, and this is something that is very close to my heart, actions to increase diversity and inclusion within the gaming community are more important than ever. More urgent than ever. Especially those supporting female representation.

Diversity has become a major force driving the industry forward. And as the players and their fans who are consuming these products become more diverse, it makes a lot of sense that the people who make the products, so the developers, should also reflect that diversity.

I am a firm believer that change starts with action. And we are taking action together with Riot Games.

In March, we partnered with Riot to launch the Valorant VCT Game Changers Initiative. It is a fantastic program that elevates women and other diverse groups within the eSports community. And most importantly, it inspires the next generation of players.

So to talk more about the need for increased female representation, I am thrilled to introduce now the executive producer of Valorant, Anna Donlon.

[MUSIC].

>> DIEGO SCOTTI: Anna, welcome.

>> ANNA DONLON: Diego, thank you for having me.

>> DIEGO SCOTTI: It's so great to have you here.

>> ANNA DONLON: I've never been on the E3 stage before this is really exciting.

>> DIEGO SCOTTI: That makes us two because this is my first E3, too but I'm very excited to have you here especially because you were one of the most influential women in an industry that is predominantly male. From players to developers to heads of publishers. So I really was looking forward to this conversation. And ask you, what are some of the biggest challenges you see for female players? And also for those that are trying to build their careers in tech.

>> ANNA DONLON: It's a great question. It's an important question. And I really like that you're asking it from both angles. So when it comes to competitive gaming women still find themselves at a huge disadvantage and it has absolutely nothing to do with skill. It's because they can't focus 100% on the game. Instead, they need to spend energy dealing with all of the harassment they face and having experienced it firsthand myself, it can be daunting. And it takes away from the focus of the actual competition. And how is that fair?

>> DIEGO SCOTTI: It's not fair. It's not fair at all.

>> ANNA DONLON: It isn't and it's something we spend a lot of time discussing at



Valorant and at Riot it's not a terribly easy problem to solve but the problems we're solving are rarely easy. What I will say is that we're absolutely committed to creating an inclusive environment for competition and creating safe opportunities for women to compete without fear of identity or gender-based harassment so that's the gaming aspect.

>> DIEGO SCOTTI: That's so interesting and so real. Let me ask you then when we talk about careers, what's the situation there?

>> ANNA DONLON: When it comes to careers in gaming there's definitely work to be done there, as well. I was fortunate enough to have a really impactful mentor early on. I had just started a job at a temp company. While I played games, I had no idea what a career in gaming could even look like.

And then at this gaming company, one of the women I was working with told me she thought I had what it would take to become a game producer I had no idea what a game producer would be but I went with it and 20 years later here I am as you mention there are not enough women in the industry so it means a lot she brought me with her I try to pay that forward to all of the women coming up after me but we need more.

>> DIEGO SCOTTI: I tell you, your story is so inspiring. It's the first time I actually hear you saying it like that. So thank you.

It just reinforces how important mentorship is. So a little bit of a follow-up to the previous question. But how can both then technology and commitments to allyship play a role in the changes that we still need to see in the industry.

>> ANNA DONLON: I'll tell you one of the most exciting parts of being a developer I get to be a part of creating the future of Valorant my team and I spend time dreaming and exploring ways to make the player experience even better and then we get to go and actually build it it's a really interesting mix of creativity and engineering. All of the technology you have mentioned on stage today is impacting how we work and what we're able to create, so please keep those advancements coming.

When it comes to specific changes that need to be made to protect women in competitive gaming, we absolutely need to keep investing and prioritizing innovations that fight against harassment. And honestly the gaming community needs to take a more active role in the community that it's creating. If game developers can be allies and I truly believe we can and should then so can your teammates in game. And again, we just need more women throughout the whole gaming ecosystem. We need an industry wide commitment and diversity and inclusion and we're finally starting to see that.

>> DIEGO SCOTTI: I like the way you say it and I couldn't agree more we need more women we need more diversity in the industry and that's why we today we're taking it to the next level. Today we are announcing an expansion of our commitment to the Valorant Game Changers Initiative. We are launching together today a new Training Program dedicated to mentoring up and coming female eSports casters. The

program that's launching very soon this fall will team up with professionals in the field to provide them with practical tools and knowledge to help advance their careers it's pretty cool, huh?

>> ANNA DONLON: This is amazing. Game changers is all about providing experience and exposure to women in gaming we want to inspire the next generation of not only players but any women who want to build careers in any aspect of the gaming industry. So this program fits so perfectly with our mission. It will provide a pipeline of female talent that is so sorely lacking. I am so glad that Verizon is not only acknowledging the issue but taking actions to push for change.

>> DIEGO SCOTTI: Well, I love what you say, but the reality is that no one can make real change alone. So we are equally thankful for your support and for Riot's support, as well.

>> ANNA DONLON: Thank you.

>> DIEGO SCOTTI: So Anna thank you for being here with us today thank you for the great conversation.

>> ANNA DONLON: Thank you so much for having me Diego and honestly thank you for caring about it as much as I do.

>> DIEGO SCOTTI: It's great to have you.

>> ANNA DONLON: Thanks.

>> DIEGO SCOTTI: So now I have a final big announcement and I want to ask Nicki to help me with it. So come on out, Nicki.

>> NICKI PALMER: Yes, Diego, this is big. And I am so proud to help announcement it. Verizon is -- announce it. Verizon is deeply committed to building a more inclusive and diverse tech sector our work in this space has been going on for decades and frankly speaks for itself.

>> DIEGO SCOTTI: We are so proud of the work we have done but we also know that more action needs to be taken to address the lack of female representation in gaming. And more broadly in STEM. So today Verizon is making a new \$1 million commitment to increase female representation in gaming and STEM. With this we are creating the Verizon Game Forward scholarship. The scholarship is an expansion of the Future Fund, our initiative to support emerging female talent across entertainment and technology.

>> NICKI PALMER: That's right. And you know, this fall Verizon will partner with five historically Black colleges and universities to provide scholarships to five female students at each school who are active gamers and also pursuing degrees in fields that are timing to -- tied to gaming development such as Computer Science software design and engineering and those five schools are Dillard, Delaware State, Morgan State, Texas Southern University. And Howard. We'll build tech centers on each of these campuses that will be open to the entire student body and we'll also provide the scholarship recipients with access to the Verizon 5G gaming center for training as well

as mentorship.

>> DIEGO SCOTTI: I tell you, here is the best part, we are guaranteeing the students' internship opportunities at Verizon and with our gaming industry partners.

It is these kinds of deep commitments that will help build the diverse talent pipeline the tech industry needs. We are really so proud of this and for the opportunities it will give these women.

>> NICKI PALMER: Absolutely and you know I just cannot wait to see what these students do.

>> DIEGO SCOTTI: Nicki, thank you.

>> NICKI PALMER: Thank you.

>> DIEGO SCOTTI: So I hope the last 30 minutes have clarified why Verizon is here. For two big reasons. No. 1, technology. Verizon has a vision for how 5G and related technologies will bring an entirely new level of creation and experience of gaming. For the developers. For eSports teams. And for the fans.

And secondly, we see this next gaming generation wanting and needing inclusivity. An industry that's more diverse and more welcoming of new faces, new voices and new perspectives.

We are here to help make astonishing things happen in gaming and eSports. But we're also here to listen and to learn.

Gaming is a sector of bold thinkers, free spirits. And wide open creativity. Verizon wants to support that. And empower it even further. So we look forward to working with you. And playing with you for a long time to come. Thank you.