

NTT strengthens partnership with Red Bull Basement to create hybrid experiences that inspire the next generation of changemakers

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As the Official Technology Services Partner of Red Bull Basement, NTT brings together young entrepreneurs to collaborate and innovate with purpose

London, United Kingdom - 1 September 2021 – [NTT Ltd.](#), a global technology and business solutions provider, is partnering with Red Bull Basement for the second year in a row to empower teams of university students to innovate for good. Today's students are driven by entrepreneurial ambitions and a purposeful desire to make a positive impact. The program encourages the next generation of diverse thinking by finding innovative solutions that deliver progress against categories based on the UN's Sustainable Development Goals.

As the Official Technology Services Partner of Red Bull Basement's fourth program, NTT enables participants to co-innovate by providing hybrid event services that combine the best of in-person and virtual experiences, mentorship, and detailed insights into the world of data-driven technology. [NTT's Cloud Communications Division](#) will provide a virtual platform for live and hybrid events. [NTT Disruption](#) will enhance the Global Final by transporting students into a 3D space using VR/AR technologies so attendees can collaborate, brainstorm, and realize ideas in a virtual world.

Marisa Jansen van Vuuren, Senior Vice President: Brand and Major Programmes at NTT, comments, "Innovation is part of our organization's DNA, the NTT Group invests \$3.6 billion every year into researching new technologies that will change the world for the better. We're also passionate about supporting emerging ideas, diverse thinking, and co-innovating with purpose-led organizations. Supporting initiatives like Red Bull Basement gives us an opportunity to inspire students to pursue careers where they, too, can follow their passions to make a real difference in the world."

Over the past 18 months, events have taken on a whole new meaning and purpose. With size and proximity on gatherings limited, businesses across all industries have looked for alternative ways of bringing people together safely. Red Bull Basement increased participation by 143% in 2020 compared to 2019, showcasing how virtual and hybrid events, provided by NTT, break down location-specific and physical space barriers to scale the reach and positive impact initiatives like Red Bull Basement can have.

With over 20 years of experience delivering unforgettable global digital events, NTT continues to partner with world-class platform providers and data-savvy applications to offer unrivalled technology solutions. NTT has helped hundreds of organizations transform traditionally in-person events, online, and provided an optimum infrastructure environment coupled with world-class service to meet the changing needs of our digital world. Most recently, [NTT partnered with ASO to create a digital twin of the Tour de France](#), thereby redefining the fan experience, and creating the world's largest connected stadium.

The goal of Red Bull Basement is to provide young innovators with an opportunity to use technology to tackle global issues. The program is open to university student teams aimed at developing technology-based solutions for a brighter future. Student teams from each of the 45 participating countries can tap into resources such as mentoring, workshops, networking events, and more – all leading up to the Global Final, taking place from December 13th - 15th.

Mentorship is a key part of NTT's role in the program and as the Official Technology Services Partner, NTT employees will select a wildcard team who demonstrates their commitment to innovative thinking and will mentor them to the Global Final. Last year, NTT selected and is still supporting ROBOCEAN, whose young innovators are pioneering a new generation of subsea robotics to help restore ocean ecosystems.

ROBOCEAN's Founder and Director, Niall McGrath, comments, "What started as an interest in our natural world quickly became a passion for conserving biodiversity and tackling climate change. NTT's support throughout the program was critical to our success and our ability to start prototyping our concept. The difference between a good thing and a great thing is the positive impact that it has on the world around us, and we want to do great things for planet Earth. "

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This year, NTT will identify another wildcard team to support, mentor, and participate in the 2021 Global Final. To learn more about NTT's partnership with Red Bull Basement, please visit [here](#).

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About Red Bull Basement

Today's students are driven by entrepreneurial ambitions and a purposeful desire to make an impact. Red Bull Basement empowers student innovators in all areas of study to kickstart their ideas using technology to drive positive change. Participants open their opportunities with an inside track to networking, collaboration and expert mentor workshops, supporting their aim to innovate at university today and disrupt the world tomorrow. In the culmination of the 2021 edition, teams from 45 countries will engage with thought leaders, entrepreneurs and visionaries from around the world as they bring their ideas to life at the Global Final.

Learn more: <https://basement.redbull.com/>

About NTT Disruption

In 2019 NTT Inc. launched NTT Disruption, a new company dedicated principally to the creation and development of disruptive solutions leveraging exponential technologies to generate a positive impact on people's lives. Its goal is to "create today what matters for tomorrow". It is already working on new solutions involving including: jibo, a social robot oriented to B2B2Human; Zela, an acceleration initiative that uncovers a zero-latency world; Growthland, a platform to enable digital content as a service - connecting brands with the best available open talent; and Cokoon, an experience enabler and manager for intelligent and immersive spaces and distributed workforces.

We disrupt for good, to impact everyone everywhere. Visit us at disruption.global.ntt.

About NTT Ltd.

NTT Ltd. is a leading global technology services company. Working with organizations around the world, we achieve business outcomes through intelligent technology solutions. For us, intelligent means data driven, connected, digital and secure. Our global assets and integrated ICT stack capabilities provide unique offerings in cloud-enabling networking, hybrid cloud, data centers, digital transformation, client experience, workplace and cybersecurity. As a global ICT provider, we employ more than 40,000 people in a diverse and dynamic workplace that spans 57 countries, trading in 73 countries and delivering services in over 200 countries and regions. Together we enable the connected future.

Visit us at hello.global.ntt

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