

Sell FIFA World Cup Tickets: How Lenovo Is Building 3D Player Avatars for FIFA World Cup 2026

Sell FIFA World Cup Tickets: Lenovo is developing AI-powered 3D player avatars for the FIFA World Cup 2026 in collaboration with FIFA to improve VAR, broadcasting, and match analysis. Players will undergo quick 3D body scans before the tournament to create highly accurate digital replicas. These avatars will be used in VAR replays, especially for offside decisions.

How Lenovo Is Building AI-Powered 3D Player Avatars to Transform VAR, Broadcasting, and Match Analysis

The FIFA World Cup 2026 is set to become the most technologically advanced tournament in football history, and one of its most groundbreaking innovations will be the introduction of AI-powered 3D player avatars designed to revolutionize officiating, broadcasting, and fan engagement.

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At the center of this transformation is Lenovo, which is working closely with FIFA to develop a sophisticated digital asset management system capable of creating highly accurate three-dimensional replicas of every player participating in the tournament. These AI-enabled avatars will be integrated.

Into semi-automated offside technology replays, offering referees, broadcasters, and global audiences a far more precise visual representation of player positioning during crucial moments of play. Unlike traditional replay systems that rely primarily on skeletal tracking and camera-based approximations.

[Sell FIFA World Cup 2026: Advanced 3D Body Scanning and AI Technology to Create Highly Realistic Digital Player Avatars for Tournament Use.](#)

The new technology incorporates exact physical measurements captured through advanced body scanning procedures. Before the tournament begins, players from all participating nations will undergo quick but extremely detailed 3D scans designed to record their body proportions, dimensions, and posture.

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And physical characteristics with remarkable accuracy. The scanning process itself is highly efficient, taking approximately thirty seconds per player, while the actual image capture requires less than a second. Once scanned, advanced AI systems process the raw data to reconstruct.

A complete digital model of the athlete, applying realistic textures, volumetric segmentation, and refined mesh enhancements to create an individualized avatar that mirrors the player's real-world appearance. The result is a highly realistic digital representation that can be integrated directly.

[Sell FIFA 2026: 3D Player Avatars Integrated into VAR System to Enhance Offside Accuracy and Match Officiating Precision.](#)

Into broadcast graphics and officiating systems during matches. The significance of this innovation extends well beyond visual presentation. During the World Cup, these 3D avatars will serve as an additional data source for the Video Assistant Referee system, helping officials make more accurate decisions.



And transparent decisions during critical offside reviews. Current VAR systems already use player tracking technology and multiple synchronized cameras to determine positional accuracy, but the integration of individualized avatars adds another layer of precision by accounting for. For now, to learn more about the [sell FIFA World Cup Tickets](#).

Sell World Cup: Enhanced 3D Visualization Technology Aims to Improve VAR Transparency and Viewer Understanding of Key Match Decisions.

For each player's exact body dimensions rather than generalized estimates. This means that replay visualizations shown to referees and television audiences will more accurately reflect the actual movements and positions of players on the pitch, reducing ambiguity and increasing confidence.

Lenovo's AI 3D Avatar System for FIFA 2026

- Lenovo is building AI-powered 3D player avatars for the FIFA World Cup 2026 to enhance VAR and broadcasting.
- Each player undergoes a quick scan before the tournament to capture precise body measurements for digital modeling.
- AI reconstructs scanned data into detailed 3D avatars using volumetric and texture mapping techniques.
- The avatars are used in Video Assistant Referee systems to increase accuracy in offside and key match decisions.

In officiating decisions. For viewers inside stadiums and millions watching around the world, the enhanced visual output is expected to make controversial moments easier to understand by presenting realistic player representations instead of abstract outlines or simplified graphics.

FIFA World Cup 2026: FIFA and Lenovo Advance AI-Driven 3D Technology to Support VAR, Not Replace It, Enhancing Match Accuracy and Transparency

According to FIFA and Lenovo, the technology is not replacing the existing VAR framework but strengthening it with more advanced data visualization and digital modeling capabilities. Lenovo's primary responsibility lies in managing the complete lifecycle of these digital assets.



From initial scanning and quality verification to avatar generation, storage, optimization, and deployment during live broadcasts. This end-to-end system represents one of the most ambitious applications of artificial intelligence and 3D imaging ever introduced into international football.

The technology also reflects FIFA's broader strategy of embracing innovation to improve the fairness, entertainment value, and accessibility of the sport. As the World Cup expands to include more teams, more matches, and a larger global audience than ever before, ensuring officiating accuracy.

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What is Lenovo building for the FIFA World Cup 2026?

Lenovo is developing AI-powered 3D player avatars to support VAR, broadcasting, and match analysis.

Why are 3D player avatars being introduced?

They are designed to improve officiating accuracy, especially for offside decisions, and enhance match visualization for viewers.

How are the 3D player avatars created?

Players undergo quick 3D body scans before the tournament, which are processed by AI to build detailed digital replicas.

How long does the scanning process take for each player?

The scanning process takes around 30 seconds per player, with actual image capture taking less than a second.

What technology is used to build the avatars?

AI systems use volumetric modeling, texture mapping, and mesh enhancement to create realistic digital player models.

How will these avatars be used in VAR?

They will be integrated into the Video Assistant Referee system to improve accuracy in offside and other critical match decisions.

Do the avatars replace the existing VAR system?

No, they do not replace VAR; they enhance it by providing more precise visual and spatial data.

How do 3D avatars improve match decision accuracy?

They account for the exact body dimensions of players, making positional analysis more precise than traditional tracking systems.

Who is responsible for managing the avatar system?

Lenovo manages the full lifecycle, including scanning, processing, storage, optimization, and deployment.

Where can I buy tickets for the FIFA World Cup 2026?

You can buy tickets securely through [XchangeTickets](#), FIFA's endorsed ticketing portal, and other authorized ticket marketplaces offering verified seats for group-stage matches.