

Intel signs up as top Olympic sponsor through 2024

June 21 2017

The International Olympic Committee says it has signed a deal with technology provider Intel, one week after McDonald's ended its long-standing sponsorship three years early.

The IOC says Intel will bring its expertise with virtual reality and drones to the games for four Summer and Winter Games through 2024.

At the announcement in New York, the Olympic committee says Intel will focus on "infusing its 5G platforms, VR, 3D and 360 content development platforms, artificial intelligence platforms and drones, along with other silicon solutions to enhance the Olympic Games."

The IOC says the Santa Clara, California-based firm will "provide real-time [virtual reality](#) viewing" of the 2018 Pyeongchang Olympics.

Intel restores the IOC's slate of top-tier sponsors to 13 following the loss of McDonald's.

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