



Vancouver Organizing Committee
for the 2010 Olympic and
Paralympic Winter Games
(VANOC)
Vancouver, BC, Canada
www.vancouver2010.com

Industry:

Media & Entertainment

Oracle Products & Services:

JavaFX

“The 2010 Winter Games is Canada’s time to shine, a time to show the world who we are and what we can do. Oracle’s JavaFX technology has enabled our team to create a rich visual experience of the Olympic Winter Games medal results that’s truly immersive. When the Games are over, the ability to present results through an innovative visual interface will be one of VANOC’s legacies.”— David Marshall, Director, Internet Systems, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games

VANOC Creates Game-Changing User Experience for the Official Web Site of the 2010 Olympic Winter Games

Established in 2003, Canada’s Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) was responsible for planning, organizing, financing, and staging of the XXI Olympic Winter Games.

Challenges

- Complement one of the Olympic Winter Games Web site’s most popular areas—the results—with new, refreshing activities
- Ensure flawless performance and scalability, and meet stringent security requirements necessary for the Web site that was one of the world’s busiest online destinations during the 2010 Winter Games
- Deliver the results on an aggressive development and deployment schedule, in time for the opening of the Games

Solution

- Used Oracle’s JavaFX to develop a Medal Wheel application that enabled users to explore Olympic Winter Game’s results in an engaging, intuitive environment rather than presenting medal counts in traditional table format
- Integrated medal results with economic, population, and geographic data to facilitate unique user interactivity while preserving original integrity of official Olympic Games data, as required by the International Olympic Committee
- Attracted more than 1 million visitors and kept them significantly longer on the Olympic Winter Games Web site
- Created a JavaFX results widget that provided at-a-glance event schedules and enabled users to follow results as they happened directly from the convenience of their desktop
- Distributed the results widget from vancouver2010.com through a simple “one-click-to-install” mechanism enabled by the Java platform
- Leveraged Oracle’s JavaFX to speed up the development cycles and reduce risk by dynamic prototyping of user interactions and incorporating necessary changes from day one until the applications were delivered for testing and deployment—without disrupting the development process