

# OFF LIMITS

**How far can human performance be optimized?**

ORIGINAL IDEA BY BRUNY SURIN.
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A 6 X 60-MINUTE DOCUMENTARY SERIES.

# 9.84

**In 1999, that time made Bruny Surin one of the fastest men in the world in the 100 metres.
Today, it might not even be enough to qualify for an Olympic final. What has changed?**

**We all know the Olympic motto: Citius, Altius, Fortius (Faster, Higher, Stronger.)It celebrates the pursuit of self-improvement, a universal and admirable principle. But where is the limit? Technology and artificial intelligence now play a major role in the world of sports, allowing today's athletes to push the boundaries of human performance further than ever before. How much faster, higher, and stronger can the human body even at its absolute peak truly become? Are all records really meant to be broken?**

**OFF LIMITS follows Bruny Surin  as he investigates the technologies reshaping Olympic sport around the world.**

**Ethics**

**Fairness**

**Mental health**

**Injuries**

**Integrity**

**AI**

**Enhanced performance**




> In my time, you knew when you were ready. You felt it. Now, they wait for the algorithm to tell them.
> Dan Pfaff, former coach of Bruny Surin

# THE CONCEPT

## A documentary series following Bruny Surin on his quest for answers.

Elite sport has never been more advanced or more transformed.

In 2028, as the world turns its attention to the Los Angeles Olympic Games, Bruny Surin observes a reality he never experienced as an athlete. Neurofeedback helmets, virtual reality training, artificial intelligence optimizing the body, carbon-plated super spikes: today, performance is calculated, simulated, and programmed.

Bruny won with the tools of another era. He wonders what he could achieve with today's means. But behind the records, a deeper question emerges: how far can the human body be enhanced without transforming the very nature of sport?

Between innovation and excess, fairness and technological advantage, mental health and performance pressure, OFF LIMITS explores a rarely told grey zone, where the athlete becomes a system to be optimized, and where the human risks being lost.

**6** EPISODES

**60** MINUTES EACH

**6** OLYMPIC SPORTS

**2028** BROADCAST YEAR
OLYMPIC YEAR




# BRUNY SURIN

## The perspective of an athlete before the technological revolution

Olympic champion.
Multiple-time world champion.
Former second-fastest man in history.
A major figure in Canadian Olympic sport.

Bruny Surin belongs to a generation of athletes who performed without today's tools: limited data, few sensors, minimal analysis. Everything relied on the body, instinct, and experience.
Since then, sport has entered a new era.

Cutting-edge technology, artificial intelligence, biomechanics, and continuous optimization are redefining performance.

This shift raises a deeply personal question:
"What could I have become with these tools?"

Today, he is in direct contact with athletes, coaches, and the innovations driving elite sport forward.

But his perspective remains unique
**that of an athlete who has lived through both eras.**

# WHY NOW?

## The perfect window

### #1 OLYMPIC YEAR

In 2028, the Games of the XXXIV Olympiad will take place in Los Angeles, an event that places sport at the centre of global attention. The public is more engaged than ever, and the consumption of sports content is reaching record levels.

### #2 BRUNY SURIN, THE VOICE OF LA 2028 OLYMPICS.

Commentator for the sprint events in Los Angeles 2028, Bruny Surin is in direct contact with the competition at the moment of broadcast. An Olympic champion in 1996, he won with the tools of another era. He understands from the inside what performance meant before the technological revolution.

### #3 TECHNOLOGY AT THE HEART OF THE DEBATE

Super-spikes, artificial intelligence, technological doping, mental health, the issues surrounding technology in sport have never been more present, or more controversial.

### #4 CONFIRMED COLLABORATORS

Among the confirmed collaborators participating in the documentary: Adidas (Innovation and Archives teams), Aspetar, one of the world's leading sports medicine centres, the Institut national du sport du Québec, a national reference for sport science, innovation and athlete performance support in Canada, Mondo, creators of Olympic athletics track surfaces, as well as the Canadian Olympic Committee.



# THE EPISODES





# EQUIPMENT

## Can technology make us run faster?

It all begins with an obsession.

For years, Bruny Surin has been asking himself a question: would his legendary 9.84 seconds have been even faster with today's technologies?

To try to answer it, he goes back to the source: the track.
Using his archived biomechanical data from the 1990s, he revisits for the first time, what his body was actually doing at the peak of his career.

His movement is then compared with that of modern sprinters in Adidas laboratories in Herzogenaurach, Germany, where sensors, force plates, and biomechanical analysis break down every detail of human performance.

From carbon-plated super spikes to new Olympic Mondo tracks, Bruny discovers that equipment no longer simply supports the athlete, it now actively participates in performance.

But how far does this evolution remain fair?




# REFEREEING

## Can we let a machine decide sport?

During a controversial Africa Cup of Nations final, a VAR-assisted refereeing decision sparks an international debate.

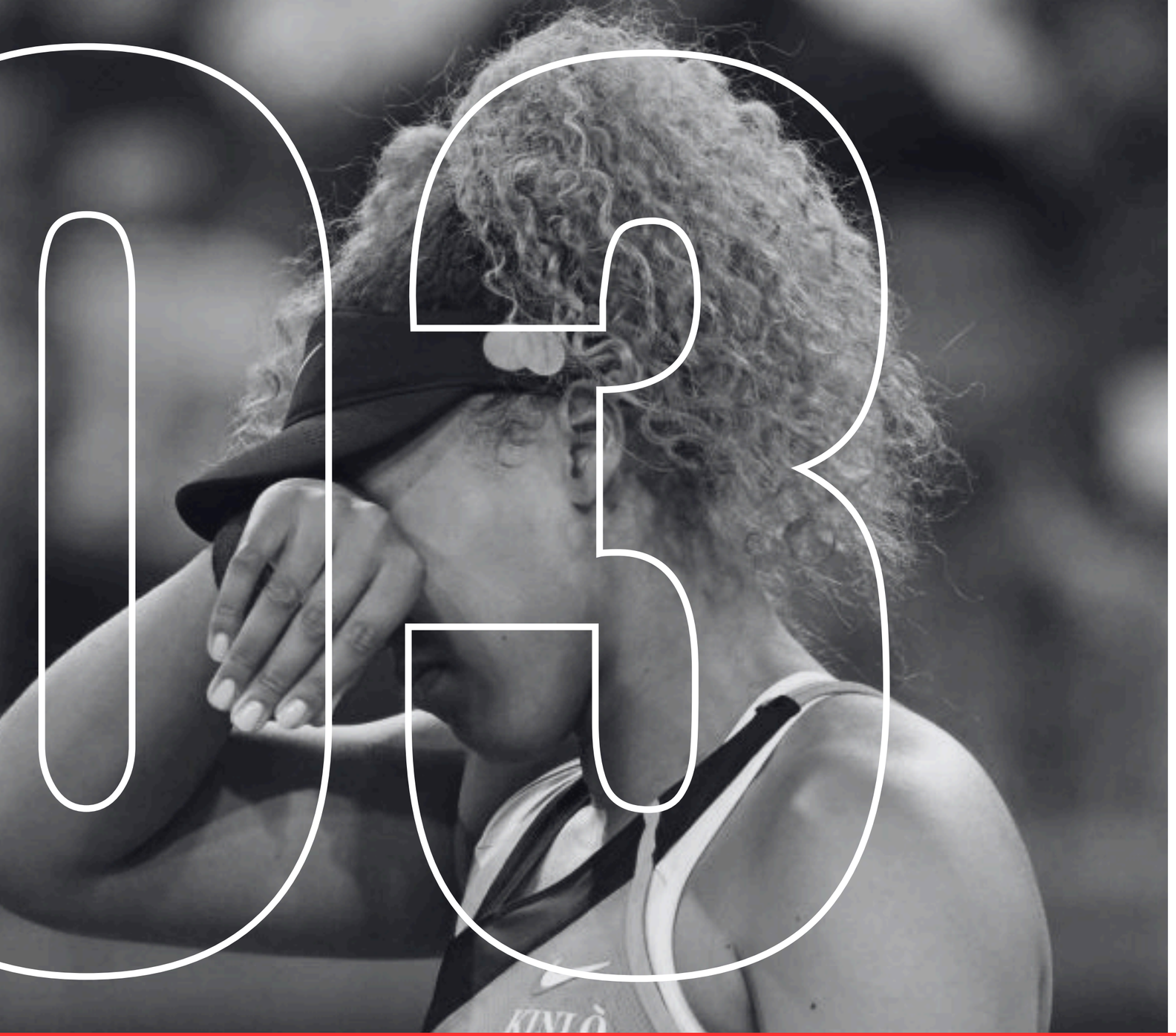
For Bruny Surin, this moment becomes the starting point of an investigation into a new reality of modern sport: decisions once made purely by humans are now assisted, and at times redefined, by technology.

His inquiry draws on conversations with experts from FIFA and officials involved in refereeing regulation systems, as well as discussions with representatives of the Moroccan National Football Center, at the heart of technological investment strategies in sport.

Through these perspectives, Bruny uncovers a global system in which every action on the field can be captured, replayed, and interpreted remotely by specialized teams and increasingly sophisticated video systems.

But the more technology promises perfect justice, the more one question emerges: what happens when the machine itself becomes a source of controversy?

Through the political, economic, and technological stakes of global football, the episode explores a fundamental tension: does technology truly make sport fairer?



# MENTAL HEALTH

**What happens when everything is measured... except the human being?**

High-performance sport has never had a better understanding of the human body.

Underwater cameras, biometric sensors, artificial intelligence, physiological data: every movement can now be analysed in real time with extreme precision. Yet one essential dimension has long remained in the shadows, what happens in the mind.

By entering the world of Olympic swimming, Bruny Surin discovers a generation of athletes under constant pressure to perform, to be visible, and to be optimised.

In this context, certain trajectories, such as that of Naomi Osaka have helped bring attention to the invisible fragility of elite sport. As technology refines physical performance, signs of psychological exhaustion are increasingly emerging.

At the Institut national du sport du Québec, Bruny explores new systems designed to support athletes and promote sustainable performance.

One question remains: in the pursuit of absolute performance, what do we leave behind?




# NO FAIR PLAY: CHEATING

## When technology becomes invisible?

Cycling has become one of the most technologically advanced sports in the world. Power meters, artificial intelligence, data-driven nutrition, and aerodynamic wind tunnels: every aspect of performance is now optimized.

But when technology can enhance performance, it can also blur its boundaries.

Bruny Surin dives into the world of mechanical doping, where invisible devices are believed to have already distorted competition at the highest level.

His investigation leads him behind the scenes at Adidas, between the Innovation Lab and the APEX Lab in Germany, where cutting-edge technologies are designed to push the limits of performance always balancing on the edge between innovation and competitive advantage.

Alongside experts and specialist investigators, including within the World Cycling Centre, he uncovers a new form of invisible race between technological progress and rule-bending.

The episode raises a question: when performance can be artificially enhanced without leaving a trace, what remains of the truth in sport?




# THE FIGHT

## Can technology protect a sport built on impact?

Never before has science understood so much about the dangers of concussions. And yet, impact remains at the core of combat sports.

Built-in sensors in gloves, smart helmets, virtual reality, impact analysis: technology is now attempting to make practice safer without altering its essence.

Bruny Surin visits the Institut national du sport du Québec, where researchers and experts are working to better detect, measure, and prevent trauma caused by repeated impacts.

But as the data becomes more precise, new questions emerge.
If a system detects that an athlete is in danger, who should decide to stop the fight?

The fighter, the doctor, or the machine?

Between protection, performance, and individual freedom, this episode explores the limits of a sport where risk can never fully disappear.



# RETURN TO THE PAST

## Would Bruny Surin have run faster today?

For the first time, Bruny Surin directly confronts his past through the tools of modern science.

At Adidas performance centres in Germany, his career data is re-examined through the lens of today's technologies: biomechanics, recovery, training load, and performance management.

His injuries, peak phases, and physical limits are reconstructed with unprecedented precision.

The conclusion is striking: with today's tools, his career would likely have followed a different trajectory, perhaps longer, perhaps entirely redefined.

Through conversations with former coaches, doctors, and performance specialists, Bruny becomes aware of a profound shift in modern sport: it no longer only transforms records, it also reshapes career longevity and the athlete's relationship to their own body.

But at the end of this return to the past, one question remains: what have today's athletes gained...and what might they have lost?




# WINTER SPORTS

**When performance accelerates in the cold, on ice and at high speed.**

After summer sports, OFF LIMITS now turns to winter disciplines.

Alpine skiing, snowboarding, speed skating, hockey: sports where the relationship between athlete, equipment, and environment becomes even more extreme. In these conditions, every detail matters, and technology influences not only performance, but also safety and risk management.

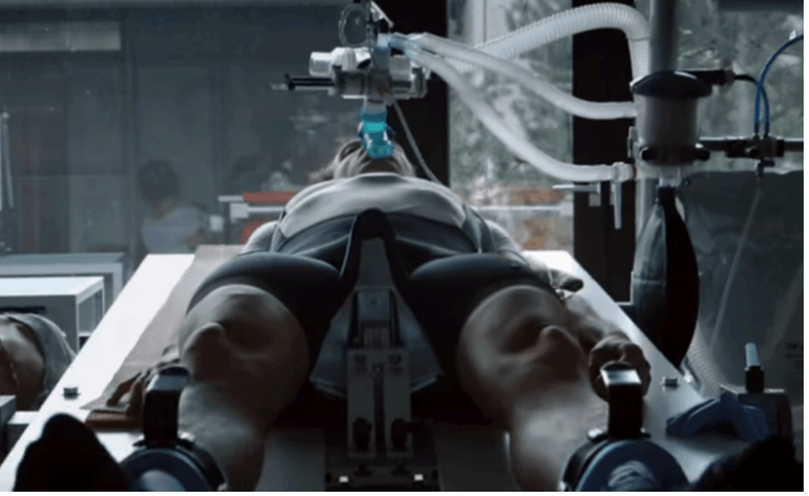
While recent major innovations have largely reshaped summer sports, winter disciplines are now entering a new phase of acceleration. Adidas is already anticipating the next cycles toward 2030, with an approach centered on performance, safety, and experience.

This season also questions another shift: the spectator.
Sensors, real-time data, immersive cameras, augmented experiences.. we no longer simply watch sport, we enter it.

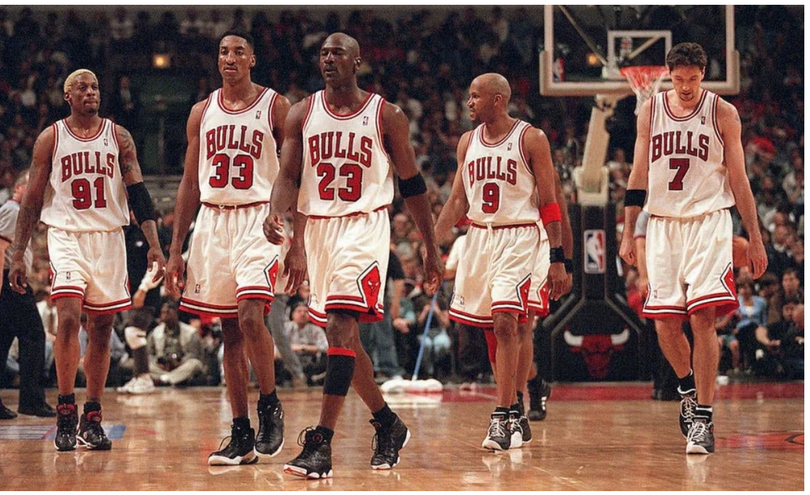
One question remains: by bringing audiences so close to performance, are we changing the way we experience sporting emotion?

# THE ARTISTIC VISION
















# DIRECTOR'S VISION
## At the heart of sport

The direction of OFF LIMITS is rooted in an observational, listening-based approach. The camera follows Bruny Surin from within, through his encounters, his questions, and his discovery of a sporting world transformed by technology.

Inspired by *(UN)WELL*, Icarus, and *The Last Dance*, the series blends human proximity, narrative tension, and a critical lens. The past becomes material for analysis, while Bruny acts as an active witness — curious, engaged, and fully present.

The staging adopts a posture of active neutrality: offering a nuanced view of the transformations shaping modern sport, without imposing judgment, but instead allowing the human stakes behind performance to emerge.

# VISUAL LANGUAGE

## Four perspectives.
## One immersion.

The series adopts a fast-paced, cinematic visual style, in the spirit of *Explained* and *The Last Dance*. Here, the past becomes a tool for analysis.

**01. Bruny's quest**

Handheld camera, natural light, direct immersion: the viewer follows Bruny Surin up close as he conducts his investigation, through spontaneous, human encounters.

**02. Science and technology**

In laboratories and high-performance centers, the imagery becomes more graphic and precise. Animated data, slow motion, and biomechanical visualizations make technology both spectacular and accessible.

**03. Archives**

Historical footage is reinterpreted through slow motion, visual treatments, and data overlays. Archives become an investigative tool.

**04. Bruny's confidences**

In more intimate moments, Bruny Surin speaks directly to the camera, sharing the deeper questions raised by his journey and investigation..



# MUSIC

## Sound at the heart of the story

The soundtrack is conceived as a character in its own right, actively shaping the emotional and narrative experience of the series rather than simply accompanying it.

The music shifts between the cinematic emotional language associated similar to Max Richter-style composition and the raw intensity of instrumental hip-hop and rap, creating a dynamic tension between restraint and propulsion.

The score reflects the series' central duality: the beauty, precision, and discipline of athletic performance, alongside the physical and psychological tension of transformation, pressure, and expectation.

Athletic soundscapes (starting blocks, crowd reactions, breath, impact, and arena ambience) are woven into the score as raw sonic material. These elements are not treated as background texture, but as integral narrative components that ground the viewer in the physical reality of performance and heighten the sense of immersion.

