

KINEXON

**AUTOMATIC PERFORMANCE
TRACKING AND ANALYTICS**

Precise. Simple. Smart.



WHY KINEXON?

#NextLevelHandball

#NextLevelStats

1. Further development of teams: unleash full potential with the help of athletic and tactical real-time analyses
2. Innovative positioning of the club
3. Increased attractiveness for sponsorships
4. Maximized fan engagement
5. Exploration of new target groups



THE KINEXON SPORTS & MEDIA BUSINESS UNITS



KINEXON PERFORM

Athlete and ball tracking for clubs and associations in training and game. Based on the retrieved data, in-depth athletic and tactical analyses are possible.



KINEXON EXPERIENCE

Preparation and presentation of selected data for spectators in the arena and at home.

USE OF PLAYER AND BALL DATA

Insightful data allows new approaches to analysis and visualization in real-time.



PLAYER DATA

- Acceleration
- Distance
- Speed
- Mechanical Load
- Metabolic Power
- Jumps
- Change of Direction
- Deceleration

BALL DATA

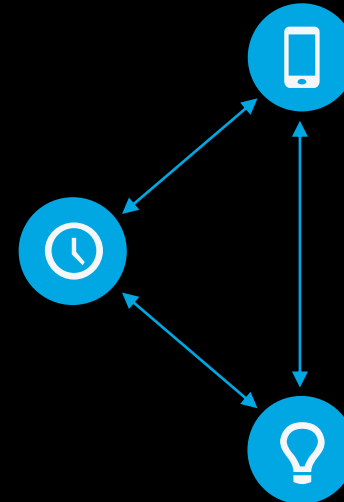
- Direction
- Distance
- Tactical Analyses
- Shots / Throws
- Passes
- Possession
- Rotation
- Speed

REAL TIME

Availability of various analyses – live

CONNECTIVITY

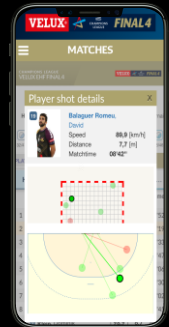
Open interface for data synchronization



INNOVATION

Automatic recognition of game events

EXPERIENCE



PERFORM

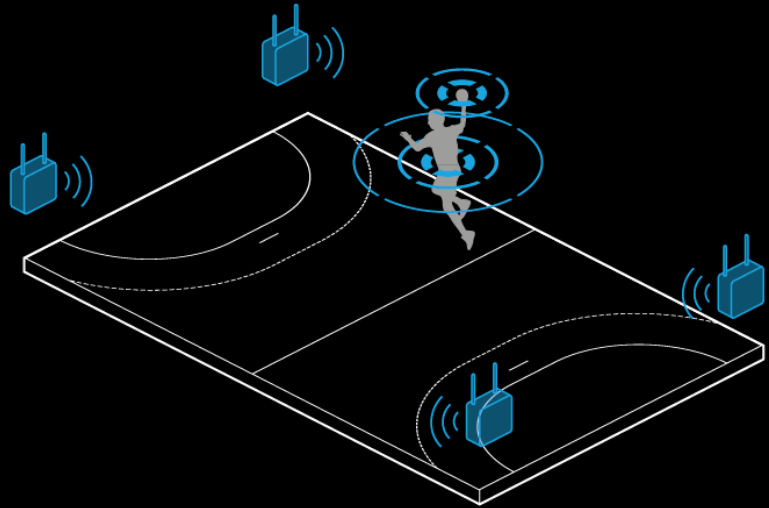


OUR TECHNOLOGY



THE KINEXON TECHNOLOGY

Intelligent sensor and analysis software enable new insights into fitness and tactics.



MEASURE

- Sensor Technology
- Position Data
- Movement Data



ANALYSIS

- Web Application
- Real-Time
- Statistics & Analyses

KINEXON COACHING COCKPIT

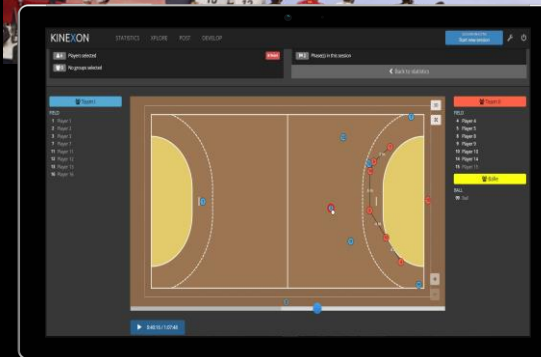
Holistic analysis of athletic and tactical performance data in training and games.

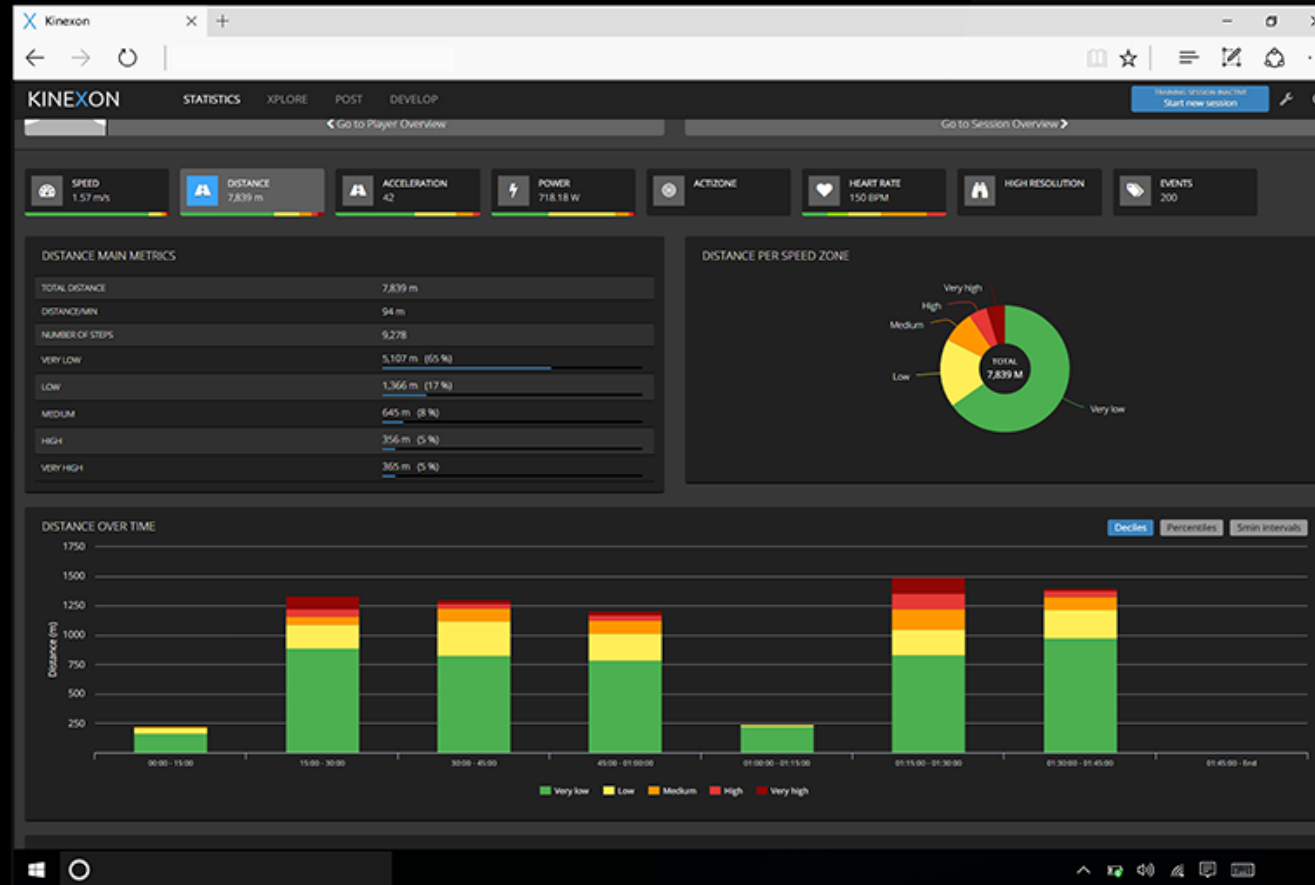


FITNESS



TACTICS





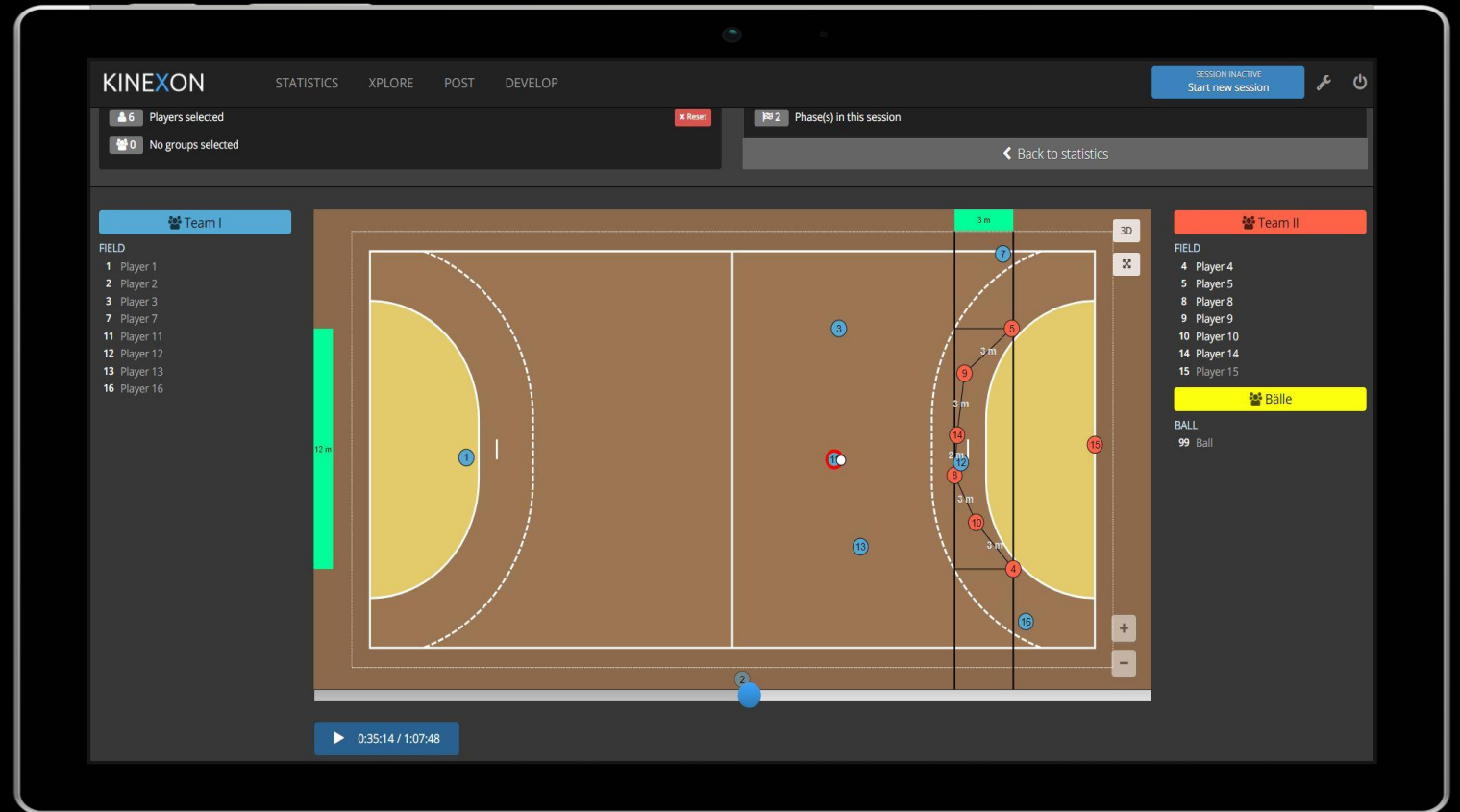
PERFORMANCE & LOAD MANAGEMENT

Intuitive documentation of training data in real-time.

TACTICS COCKPIT

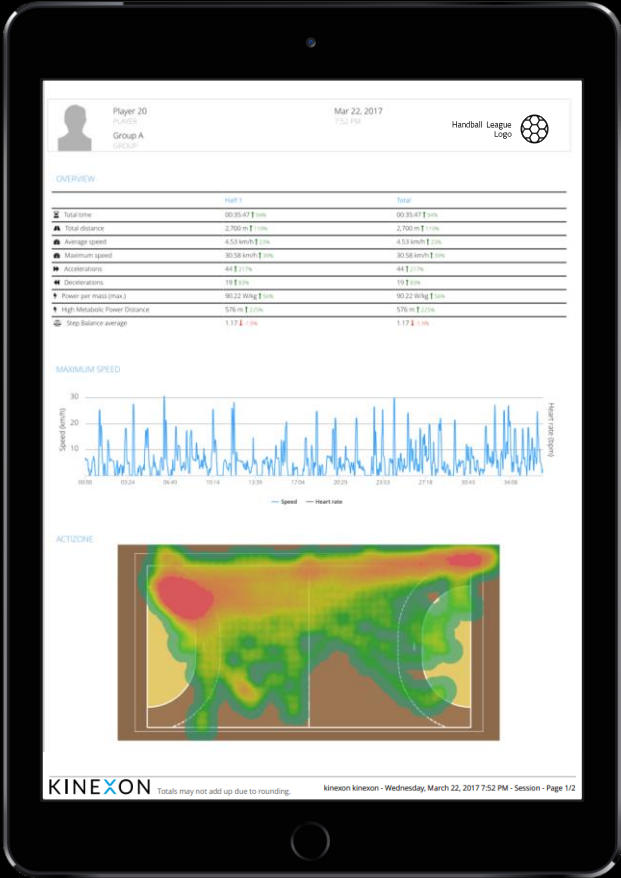
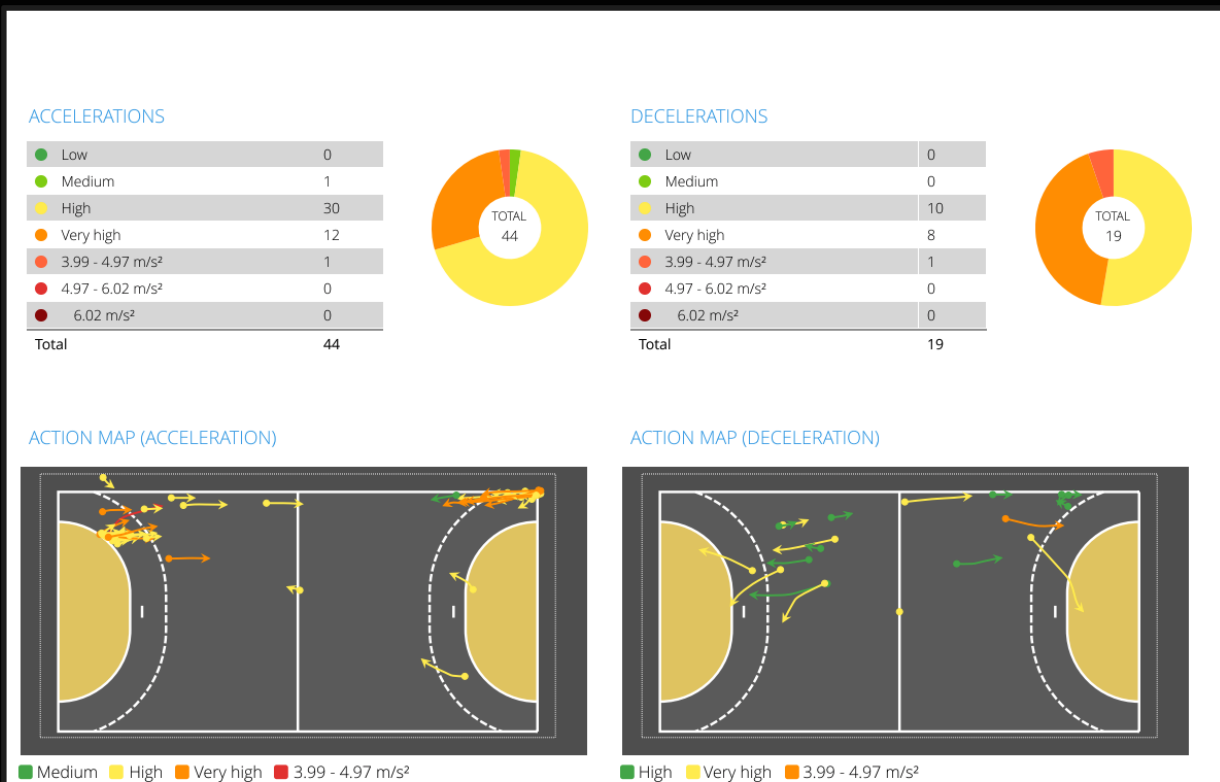
INTERACTIVE TACTICS BOARD

New profound tactical analyses in training and match via precise positioning data.



INDIVIDUALIZED REPORTS FOR TEAM AND PLAYER

Informative reports, overviews of performances and player loads.



KINEXON

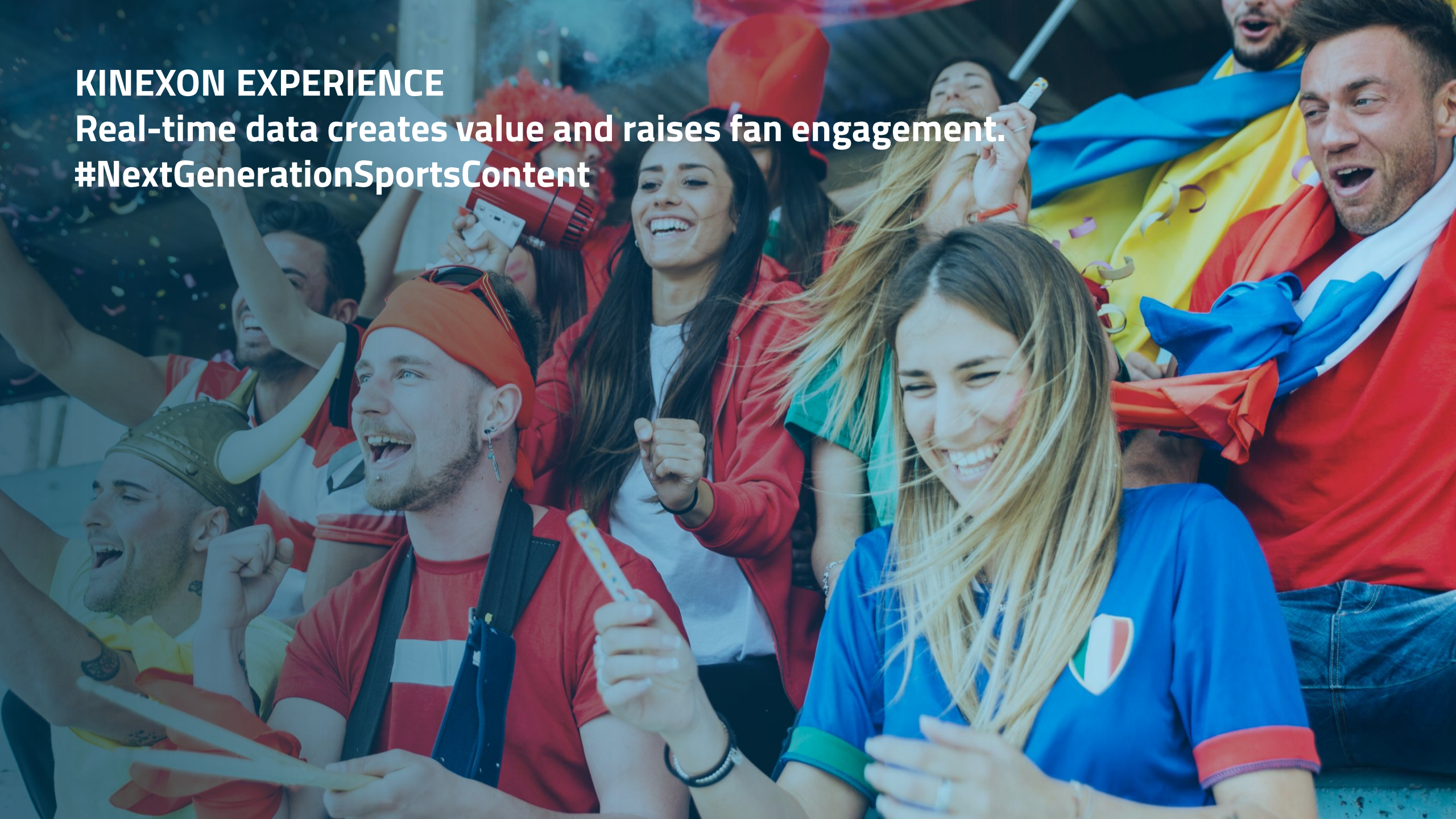
Totals may not add up due to rounding.

Kinexon kinexon - Wednesday, March 22, 2017 7:52 PM - Session - Page 1/2

KINEXON EXPERIENCE

Real-time data creates value and raises fan engagement.

#NextGenerationSportsContent



KINEXON EXPERIENCE

Next generation sports content. Create value and raise engagement rates.



DIGITAL



BROADCASTING



EVENTS

CONTENT ENHANCEMENT THROUGH REAL-TIME DATA

Increase the fascination. Excite your audience.

DIGITAL

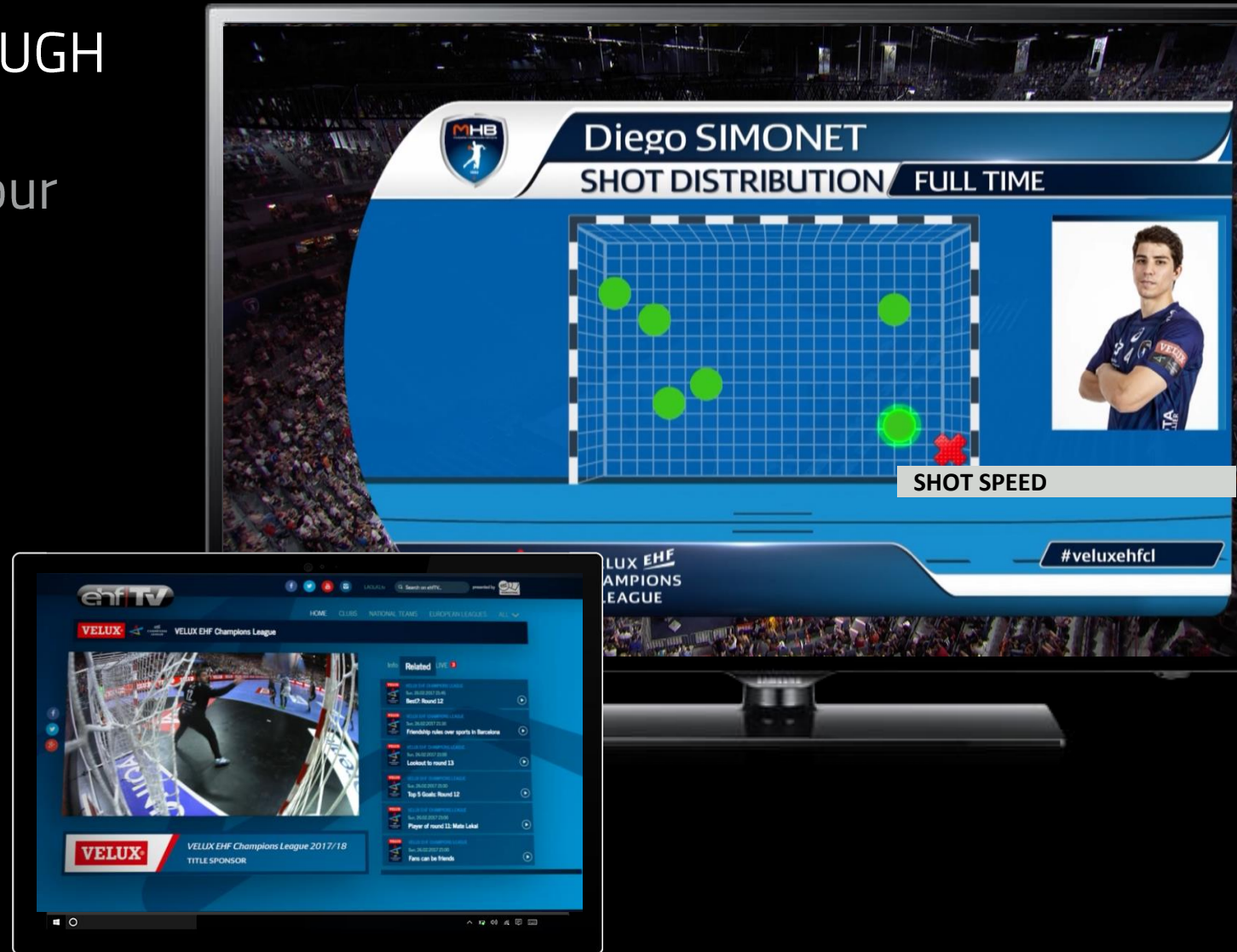
Real-time 2nd screen data enhancement.

BROADCASTING

Enriched broadcast with live TV graphics.

EVENTS

On-site sponsorship activation.



1

VELUX EHF FINAL 4 – SELECT IBALL WORLD PREMIERE



DATA INTEGRATION IN 360° MEDIA COVERAGE

Live statistics from players and the brand new SELECT iBall were included in the world feed of the EHF FINAL4

[See the highlight video of the new tracking technology here..](#)



2

BEACHVOLLEYBALL

FIVB BEACH MAJOR SERIES – RED BULL INNOVATION PARTNERSHIP



BROADCASTING AND SOCIAL MEDIA CARDS

Enriched fan experience through social media integration of KINEXON data.

BEST MATCH STATS					
WOMEN'S AVERAGE	77		111	JUMPS	132
		TALITA DA ROCHA ANTUNES		CLEMENS DOPPLER	63,56
	1992 m		2386 m	DISTANCE	2772 m
		MELISSA HUMANA-PAREDES		DARTOZ LUGAN	1914 m
	15,13 km/h		19,01 km/h	MAX. SPEED	20,66 km/h
		SARAH PRINN		EVANDRO DEOLIVEIRA OLIVEIRA JUNIOR	15,7 km/h
	0,51 m		0,59 m	HIGHEST JUMP	0,84 m
		APRIL ROSS		NOVITA LAMON	0,72 m
	28		47	ATTACK JUMPS	45
		TALITA DA ROCHA ANTUNES		CLEMENS DOPPLER	22,2
	19,7		58	BLOCK JUMPS	53
		SARAH PRINN		CLEMENS DOPPLER	18,9
MEN'S AVERAGE					



[See the video here.](#)

OUR GOAL

Experience handball on a new level.



©EHF/Heimken, Hocevar, Lämmerhirt, Stadler



- **LOAD CONTROL AND PERFORMANCE ENHANCEMENT**
- **MINIMIZE MUSCLE INJURIES**
- **TACTICAL ANALYTICS 2.0**



- **MAX OUT MARKETING POTENTIAL**
- **STRENGTHEN FAN ENGAGEMENT**
- **ENHANCE FAN EXPERIENCE**

REFERENCES

Selected partners.



HANDBALL

