

PRESS RELEASE

KINEXON AND GAME ON OFFER JOINT AUGMENTED REALITY FEATURE FOR VIDEO ANALYSIS

Munich, 13th November 2019 – *A new partnership between KINEXON Sports and the Dutch company Game On Technologies facilitates data-based video analysis for coaches.*

KINEXON Sports and Game On Technologies already collaborate at several professional football clubs. While KINEXON Sports generates live performance data of players and provides it through its application for a comprehensive performance and tactical analysis, Game On records the training events in a fully automated video analysis application.

In this new partnership, KINEXON Sports and Game On Technologies now merge their strengths to a common Augmented Reality feature: For the first time, coaches can mark players in the running video view within the Game On software and can thus visualize any distance between selected players. This opens up completely new possibilities for tactical analysis.

"Together, we offer a fully automated total tactical analysis solution."

Especially coaches will be pleased: "With Game On, we have found a partner with whom we can jointly offer a fully automated total solution for training sessions. Clubs receive a combined product tailored to their way of coaching in order to analyse training sessions super-fast, video- and data-based", explains Maximilian Schmidt (Managing Director, KINEXON Sports & Media GmbH) the advantages of the cooperation.

Fully automated, this means: Game On films training and game actions from several permanently installed camera positions without the need of a cameraman or video team and enables coaches to view individual scenes at any time from any angle on the screen – with just a few clicks. To record the motion data, players only need to carry a small, ultra-light KINEXON sensor in their clothing. Coaches also start the recording with just one click. Or even with one click to start both systems simultaneously, for perfect time synchronisation.

Subjective video impressions are supplemented by objective data animations.

KINEXON Sports generates and processes – automatically and in real time - movement data of the players by means of its KINEXON sensor technology which is established in professional sports for years now. The data collected in this way is output in the form of prepared performance data in the KINEXON software and synchronized with the video analysis software of Game On via an interface.

Previously inaccessible information, such as distances in the four-man backfield defense or between defence and midfield, thus supplement the video image in an animation.

"With our partner KINEXON we create a completely new analysis possibility for coaches. Subjective impressions are supplemented by objective data - without any inconveniences and in real time. This is the perfect basis for clubs to analyse tactical behaviour and to communicate it to players in a quick and easy way", explains Wadia Khabthani (Co-founder and Director of Operations, Game On Technologies).

About KINEXON Sports & Media

The company was founded in 2012 by scientists at the Technical University of Munich and develops innovative solutions for the real-time localization, transmission and evaluation of data. The company is divided into the two core sectors Sports & Media and Industries. The Sports & Media division develops solutions for highly accurate performance analysis in sports. The system consists of two core elements: a radio-based sensor technology and analysis software for the intelligent evaluation and visualization of the data. As a full-stack company, KINEXON offers its customers the perfect combination of hardware, firmware, software and service. The sensor network technology also includes an analytical platform to turn the resulting amount of large data into valuable insights. The company has received numerous awards for its products and services, including awards from the European Space Agency, the European Commission and the State of Bavaria. It is headquartered in Munich and has offices in New York City and Chicago.

About Game On Technologies

Game On is a leading technology company that provides a fully integrated system to sports professionals and sports organizations with advanced and easy-to-use video technology tools. Focused on instant video feedback, Game On continuously develops software components that allow users to consume and analyze live video on the spot. Game On combines web and app technologies to perfectly balance user experience, hardware capabilities and real-time performance. The system connects easily with other video analysis tools and will integrate smoothly into the current working process. The Game On technology is capable of doing multi camera capturing, adding SDI feeds and integrating tracking data. And delivering that back live to the coaches and analysts providing high quality user experience with unmatched ease. Game On is your partner in providing cutting edge video technology every day. Game On Technology is headquartered in Maastricht (The Netherlands) with offices in Barcelona, Los Angeles and Cologne.

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