

PRESS RELEASE

PARTNERSHIP BETWEEN KINEXON SPORTS AND VIGITAL SOLUTIONS PACKS LIVE DATA INTO COOL DESIGNS

Munich, December 27, 2019 - *Graphically appealing, state-of-the-art info content no longer requires complex Photoshop sessions: thanks to a partnership with Vigital Solutions, anyone can now transform live sports data into progressive designs in just a few seconds.*

For sports fans, statistics give that extra something. Statistics make performance tangible and comprehensible. And they nurture passionate discussions. But sport is always emotional entertainment, too. KINEXON Sports and the Munich startup Vigital Solutions now offer a simple and fast solution for the creation of live data-based infographics.

Professional infographics without previous knowledge – produced in high-speed

This is how it works: Live data of players and in some cases even match balls are collected by KINEXON Sports using real-time UWB tracking. The data is provided automatically and animated via an interface in the "Smart Content System" from Vigital Solutions. Users of the browser-based system have the possibility to graphically process the data within an intuitive user interface. Prepared self-made templates help to speed up the creation.

'It is important to us that we not only make our live performance data available to coaches, but also to fans. It makes a big difference to know what really happens on the field. How fast is fast? How high is high? Information like this gives fans a whole new perspective. Our club customers know the attractiveness of these insights. They trust in our data and are able to exploit completely new possibilities in fan engagement thanks to the partnership with Vigital Solutions.'

Maximilian Schmidt (Managing Director, KINEXON Sports & Media GmbH)

Modern infographics and statistics posts are among the most interactive content on social media. These formats also receive the highest audience engagement rates on video boards, websites, apps, out-of-home screens and other communication channels.

Visual storytelling replaces traditional game reporting

More than ever before, leagues, clubs, sponsors, agencies and the media face the challenge of meeting the growing interest in high-quality visual formats quickly and at high frequency. The buzzword is "visual storytelling" - telling a story with pictures, graphics and/or videos.

Online users rarely have the time or attention-span to follow complete games. Short, informative, visual formats are necessary to draw their interest.

With classic creation processes, editorial offices and graphics departments quickly reach their capacity limits. But not with the solution that KINEXON Sports offers in cooperation with Vigital Solutions.

Design, manage and distribute live data centrally

Naked numbers are staged in a few clicks in the required corporate design and with engaging images. High-quality visuals including social media infographics, in-arena screens at live sporting events, visuals for websites, newsletters, blogs, TV, out-of-home screens and countless other channels can be created in the right format and design within just a few seconds. Administration and distribution can also be controlled easily, quickly and centrally via the application.

Previous knowledge is not necessary. The software is designed so that live data is available in animated graphics and videos within a few seconds.

'The tools that were available so far were limited in their ability to create content for online, on-air and print games during a game. Our Smart Content System accelerates the production. But the sports content we produce is only as credible and informative as the data it is based on. We are therefore happy to have KINEXON Sports as our partner, one of the most internationally experienced live tracking providers in professional sports. Since KINEXON, as an innovative company, knows the potential of fan engagement very well, we will open up many new possibilities in this area together.'

Giovanni Lagani (CEO Vigital Solutions GmbH)

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 Vigital Solutions

Vigital Solutions GmbH is an expert for high-quality and automated data visualization in sports. With its innovative Smart Content System and Studio Operations System, the company helps clubs, associations, agencies, and others to transfer data into visual formats in the live environment of sports events - many times faster than before and completely automated. Thanks to the cross-platform technology, the Smart Content System allows the publication on almost any display size between smart watches and stadium screens.

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