

MEDIA ALERT

Training of the future: FC Schalke 04 relies on tracking technology from KINEXON

Munich, January 16, 2020 – Football Bundesliga club FC Schalke 04 relies on new data-based insights for training control and is now supplied with new performance data by KINEXON Sports & Media GmbH (KINEXON). Currently, extensive construction is underway at the Berger Feld club site, which will result in one of the most modern training centers in the German Bundesliga. One trend-setting component has already been put into operation: The KINEXON performance tracking system was installed on three fields.

From the playing field directly to the mobile device: From now on, all player movement will be centrally captured with centimeter accurate data. The data is evaluated in real time and clearly presented in the form of performance metrics on coaches' tablets, which can be synchronized with other internal systems such as Athlete Management Systems or heart rate measurements from Firstbeat.

Live technology convinces Bundesliga football club

Marco Dröge, Sales Manager Europe of KINEXON Sports & Media GmbH, is happy about the new partnership: "It makes us proud that we are able to work with one of the traditional Bundesliga clubs to provide them with our live technology and automated performance analyses."

"Precise, immediately available data is essential for training analysis today. With KINEXON we have an innovative, agile and at the same time top-class sport experienced tech partner", explains Bob Schoos, athletics coach of FC Schalke 04.

About KINEXON Sports & Media GmbH

KINEXON Sports & Media GmbH develops solutions for highly accurate performance analysis in sports. In order to do this, the system consists of two core elements: a radio-based sensor technology and analysis software for the intelligent evaluation and visualization of the data. Together with KINEXON Industries GmbH, it is part of KINEXON – a company founded in 2012 by scientists of the Technical University of Munich, which has been developing innovative solutions for real-time localization, transmission and analysis of data since then. The company has received numerous awards for its products and services, including the ISPO 'Product of the Year 2019' Award.

About FC Schalke 04

FC Gelsenkirchen-Schalke 04 e.V. is one of the most successful football clubs in Germany, with seven German championships, five victories in the German Cup and victory in the UEFA Cup in 1997. In the 2018 financial year, the Königsblauen achieved sales of 350.4 million euros. FC Schalke 04 stands for the values of tradition, success and passion. With more than 160,000 members, it is the second largest sports club in Germany and one of the five largest worldwide.

The venue of the Königsblauen is the VELTINS Arena, one of the largest multifunctional arenas in Europe. In 2018, more than 2.5 million visitors flocked to the nearly 1,100 events in the categories of sports, entertainment, corporate events, trade fairs, etc.

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