

PRESS RELEASE

HIGH-PERFORMANCE ON ICE: EISBÄREN BERLIN NOW RELY ON DATA-BASED INSIGHTS FROM KINEXON

Munich, February 5, 2020 - From real-time data to success: In order to tap the full potential of the players, KINEXON Sports & Media GmbH (KINEXON) now provides the coaching staff of Eisbären Berlin with new data-based insights. To measure player performance, the record champion of the German Ice Hockey League (DEL) relies on the real-time analysis technology of its new partner.

From performance to tactics – KINEXON offers a wide range of data. Using a sensor integrated in the ice hockey equipment and the corresponding infrastructure (in the “Wellblechpalast” and the Mercedes-Benz Arena), the coaches at Eisbären receive comprehensive insights into team performance in real-time.

Ice hockey is the fastest team sport. So, it is not only a matter of improving performance, but also of preventing injuries. KINEXON's real-time analysis technology combines both. "We are happy to work with KINEXON in the interest of the players' health and performance," says Eisbären Sports Director Stéphane Richer. "As Eisbären, we are excited about the opportunities this new technology offers us to improve ourselves on a daily basis".

Increased performance, less injuries and a faster return-to-play

The sensors track the movements of the players on the ice with centimeter precision. The data is clearly displayed in real-time on the trainer tablet. In addition, intelligent algorithms provide live, exclusive and helpful insights into the players' performance. "This technology provides us with a lot of data about the players, during training sessions and the game," says Eisbären fitness coach Jakes Jensen, who is mainly responsible for evaluating the data. "The data that is collected includes distance, speed, direction changes, spins and more. Once the data is analysed, we coaches can work with the players much more effectively to improve their performance."

Michael Elmer, Project Manager at KINEXON Sports & Media GmbH, adds: "With our technology, we want to help teams and coaches reach their full potential while preventing injuries. We are happy that Eisbären - as DEL record champions - have decided to use our technology".

You can find more information about the DEL record champion at www.eisbaeren.de!

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.

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