

MEDIA ALERT

KINEXON AND COMDIRECT LOOK BACK ON A SUCCESSFUL PARTNERSHIP

Munich, July 14, 2020 - Since 2018, KINEXON and comdirect have successfully completed numerous projects together. From the DVV Cup Final, the Techniker Beach Tour, to the Beach Volleyball World Cup 2019, KINEXON and comdirect have provided a next level digital sports experience. Due to the current situation and the cancellation of various sporting events, the partnership will be dissolved by mutual agreement. However, both partners are looking back at the partnership in a very positive way.

Merging the digital and physical worlds of sports – this is exactly what KINEXON and comdirect achieved. A direct bank or in other words, “digital bank,” comdirect wanted to be made into a physical experience. The goal was to create an activation in sports which would provide fans, athletes and coaches with valuable data in real time.

In order to realize this plan, comdirect chose KINEXON as its innovation partner in 2018. Together, both partners wanted to drive their commitment to volleyball forward and communicate the values of innovation and technology to the public. With never before seen data, comdirect managed to set itself apart in the market and create tangible interest in the sport of volleyball.

The DVV Cup and the Techniker Beach Tour were a successful start. For the first time in the history of volleyball, fans were presented with selected metrics at the event, on live broadcasts and on social media. For example, the maximum block height, average serve height or number of jumps per player and team could be shown. Finally, the highlight was the Beach Volleyball World Cup in 2019.

Partnership marked by innovation comes to an end

Despite the successful implementation, the partnership will be dissolved by mutual agreement due to the current situation worldwide and the cancellation of various sporting events. Both partners thanked one another for the many advancements they made together.

“KINEXON has stood by us as a competent and reliable partner from the very beginning in our efforts to demonstrate our innovation leadership in sports,” says Stefan Fischer, comdirect Head of Marketing. “In the future, however, we will focus on other topics and brand attributes in our communication, which is why the cooperation is now coming to an end.”

“We thank comdirect for the successful partnership,” says Maximilian Schmidt, Managing Director at KINEXON. “We associate the past years with many exciting events – enriched with a large portion of innovative power. We wish our former partner all the best for the future and are convinced that our paths will cross again in the world of sport”.

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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