

MEDIA INFO

KINEXON EXPANDS ITS FOOTPRINT IN THE NATIONAL LEAGUE BY PROVIDING ITS LIVE TRACKING & ANALYSIS TO AMBRI-PIOTTA

Munich, Oct 8, 2021 - *With the Swiss professional ice hockey club HC Ambri-Piotta, another club relies on intelligent live tracking & performance analysis technology from KINEXON. The team led by head coach Luca Cereda joins SC Rapperswil-Jona Lakers as one of the first in the National League to use small UWB KINEXON player sensors to analyze data on skating speed, time on ice, power, acceleration, miles traveled on ice and more in real time. It's the same technology that is increasingly used in the US American NHL, NBA and NFL, as well as German professional leagues.*

In order to obtain more than 180 metrics with centimeter accuracy and in real time, 18 ultra-wideband anchors were installed in the brand-new Gottardo Arena. Plus: All players of the professional team were equipped with KINEXON sensors. These are worn on the back of the chest protector and are also used in the top leagues in the USA and Germany.

Performance & load are tracked in real time to provide players with more individualized support

In 20 milliseconds - and thus without any noticeable delay - the coaching team not only receives movement data on their tablets and notebooks, but also hundreds of metrics on performance delivered on the ice as well as physical stress. In addition, heart rate data is correlated via an open interface so that all key figures can be managed and evaluated centrally and without gaps in the software.

With the help of the data, the performance of the players should be recorded in detail, individual weaknesses identified and consequently addressed in training.

"The possible applications for HC Ambri-Piotta are versatile. Not only can the players' performance be increased in a targeted manner on the basis of the data collection. Stresses will also be monitored in detail from now on. The risk of overload-related injuries and too early comebacks of injured players should thus be prevented," explains Michael Elmer, Sports Science Consultant at KINEXON.

"Training methods are more important for us than for other teams"

General Manager Paolo Duca explains why state-of-the-art training and analysis technology is a crucial part for sporting success for Ambrì-Piotta:

"HCAP has always been a club with a very great tradition in player development. For this reason, training methods are more important for us than for other teams. We are convinced that thanks to KINEXON we will be able to adapt the training on the ice more and more to the match load. In addition, we will be able to measure the workload of our athletes more concretely and thus reduce injuries. Ultimately, we want to use the data to provide our players with more individualized care and advice in order to constantly develop them further."

HC Ambrì-Piotta is the second club in Switzerland's top ice hockey league to enter into a partnership with Munich-based technology company KINEXON within one year, following the Rapperswil Lakers. It is not necessarily intended to stop at the application area of sports analytics. Other applications are already being tested and discussed. Fans could also benefit from the tech upgrade in the recently opened Gottardo Arena.

Images for download: <https://we.tl/t-RGNbltmNTJ>

About KINEXON Sports & Media GmbH

KINEXON is a multi-award winning global innovator in intelligent real-time location, analytics and automation for sports and industry applications. In sports, more than 400 teams & leagues worldwide rely on KINEXON for performance tracking & analytics, load management, tactical analysis and fan engagement - including, among others, more than 75% of NBA franchises and about one in three German Bundesliga football teams. In addition, KINEXON is the only FIFA Preferred Provider Live Player Tracking. KINEXON gained international media fame during the COVID-19 pandemic with its innovation KINEXON SafeZone. The wearable solution is considered the world's most trusted digital solution to mitigate the spread of COVID-19. Founded in 2012 by scientists at the Technical University of Munich and headquartered in Munich, Germany, KINEXON has grown to more than 250 employees in offices in Munich, New York and Chicago. More information can be found at www.kinexon.com.

KINEXON Sports & Media press contact:

David Lemmer

Marketing & Communications

T: +49 (0) 151 232 51918

E: david.lemmer@kinexon.com

W: www.kinexon.com/de/sport

Hockey Club Ambrì Piotta SA press contact:

Matteo Parisi

Responsabile Comunicazione & Addetto stampa

T: +41 91 873 61 61

E: matteo.parisi@hcap.ch

W: www.hcap.ch