

KINEXON

**AUTOMATIC PERFORMANCE  
TRACKING AND ANALYTICS**

Precise. Simple. Smart.



# WHY KINEXON?

#NextLevelBasketball

#NextLevelStats

1. Further development of teams: unleash full potential with the help of athletic and tactical real-time analyses
2. Innovative positioning of the club
3. Increased attractiveness for sponsorships
4. Maximized fan engagement
5. Exploration of new target groups



# Kinexon Has Become the NBA's Most Used Wearable Technology

By Joe Lemire / September 21, 2018



TWEET



SHARE



POST



EMAIL



# USE OF PLAYER AND BALL DATA

Insightful data allows new approaches to analysis and visualization in real-time.



**PLAYER DATA**



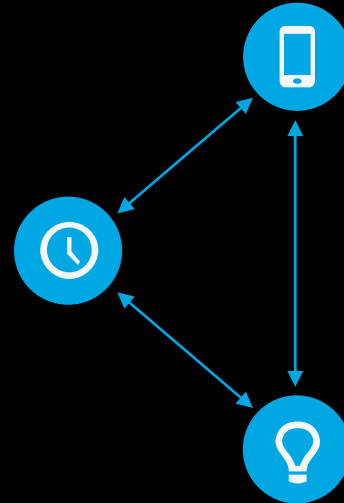
**BALL DATA**

## REAL TIME

Availability of various analyses – live

## CONNECTIVITY

Open interface for data synchronization



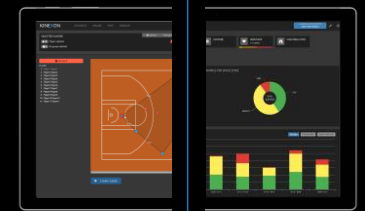
## INNOVATION

Automatic recognition of game events

## EXPERIENCE



## PERFORM



## OUR TECHNOLOGY

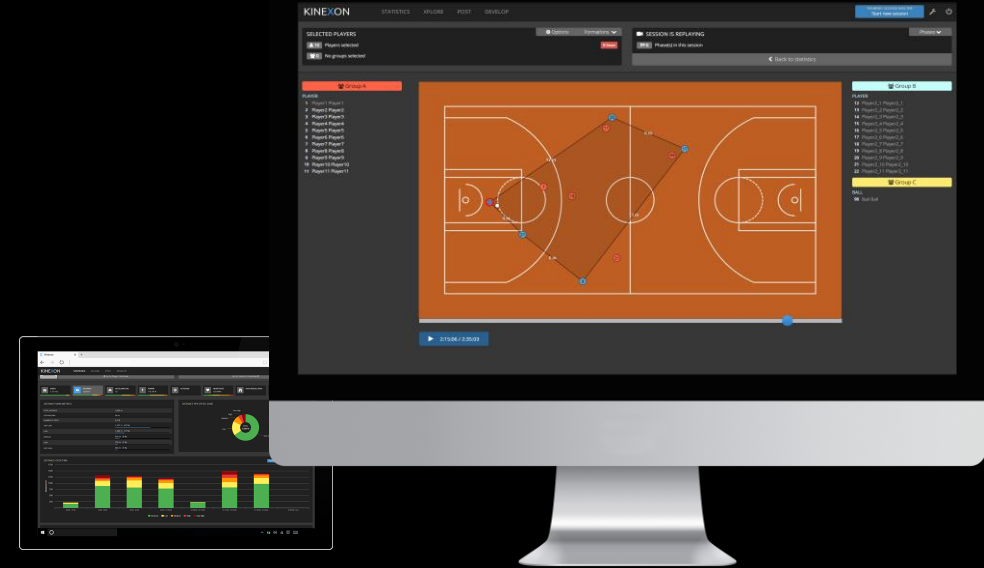
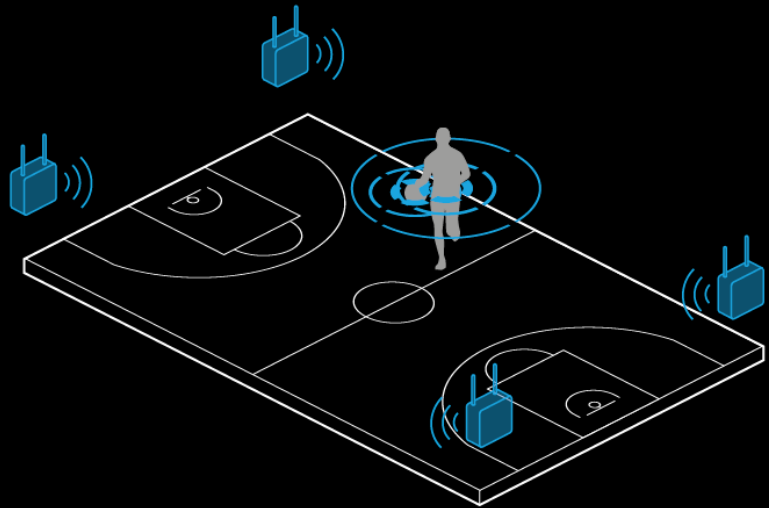
Always by your side during home and away games.

- Competitive advantage
- Load management
- Performance improvement
- Tactical education 2.0



# THE KINEXON TECHNOLOGY

Intelligent sensor and analysis software enable new insights into fitness and tactics.



## MEASURE

- Sensor Technology
- Position Data
- Movement Data

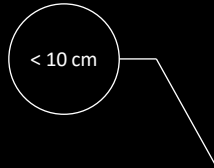
## ANALYSIS

- Web Application
- Real-Time
- Statistics & Analyses

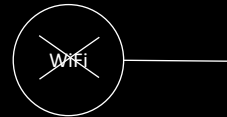
# OUR CENTERPIECE – THE SENSOR

Maximum comfort meets precision data measurement.

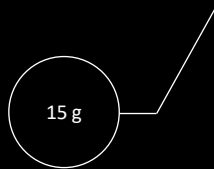
Centimeter-accurate position and movement data



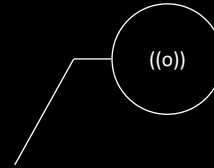
No interferences with WiFi (variable, standardized frequency channel)



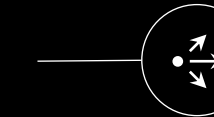
Small & light weight sensors



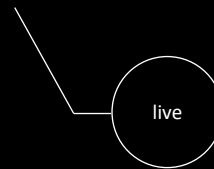
Plug & Play: Wire-free infrastructure



Seamless integration to third party systems



Real-time statistics provide instant insights



## MOUNTING

The sensor is placed in a small pocket between the shoulders. This allows players to move freely without any restriction or hindrance.



## MOUNTING

The sensor can also be fixed with a clip on the waistband.



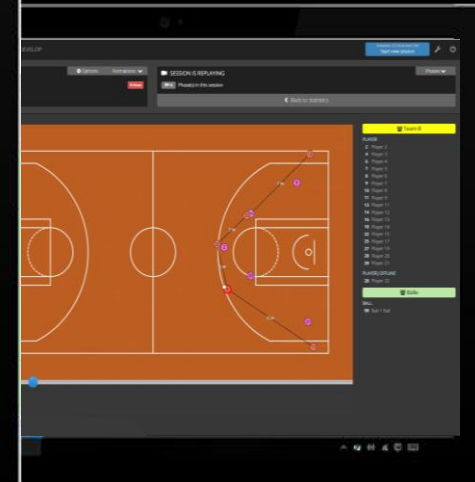
# KINEXON COACHING COCKPIT

Analysis of athletic and tactical performance data in training and games.

## FITNESS



## TACTICS

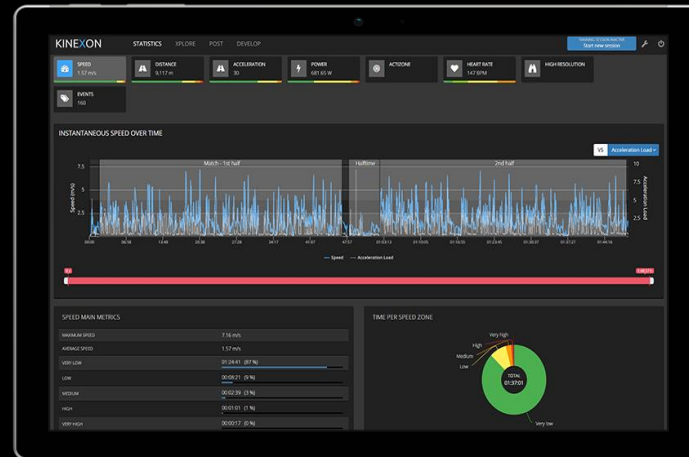


# KINEXON FITNESS COCKPIT

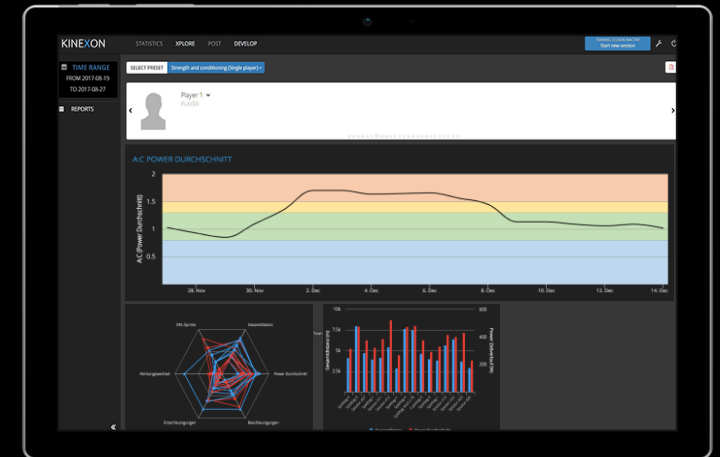
Analyze performance data from training and match in real-time.



PLAYER PERFORMANCE DATA



INJURY PREVENTION



RETURN TO PLAY



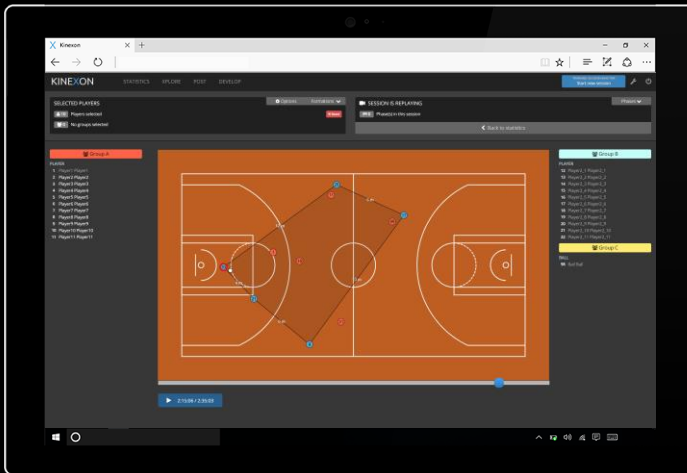
INJURY PREVENTION  
KINEXON @ PHILADELPHIA 76ERS

**Sport**Techie  
Kinexon Credited For Helping Keep  
Philadelphia 76ers All-Star Joel Embiid  
Healthy

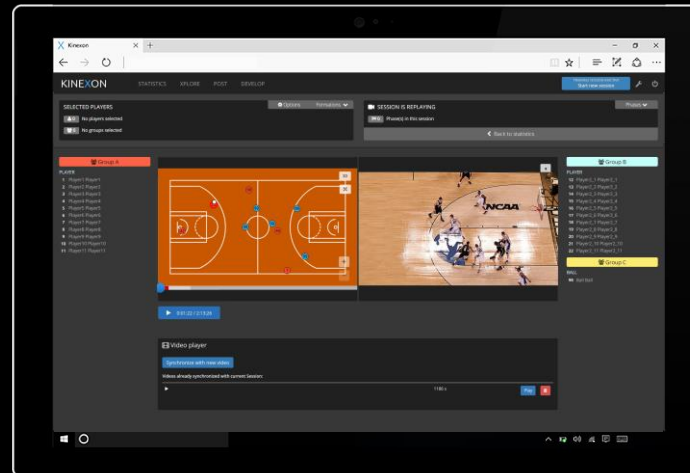
<https://www.sporttechie.com/philadelphia-76ers-kinexon-all-star-joel-embiid-healthy/>

# THE KINEXON SOFTWARE PROVIDES INTELLIGENT ANALYSIS

Analyze performance data from training and match in real-time.



TACTICAL ANALYSIS



VIDEO SYNCHRONISATION



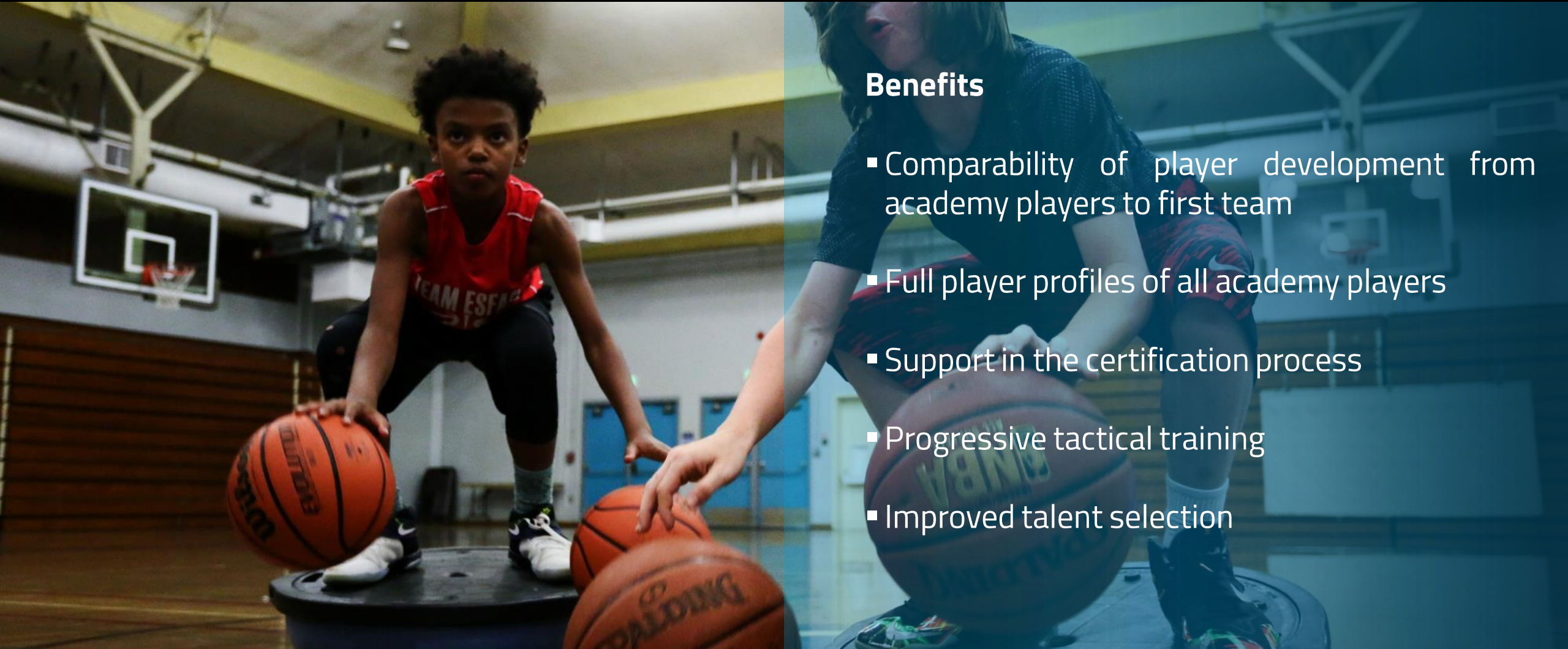
INDIVIDUALIZED REPORTS



**TRACKING IN YOUTH ACADEMIES**  
Consistent documentation is necessary for capturing and evaluating development processes.

# TRACKING IN YOUTH ACADEMIES

An athletic and infrastrucural overall concept.



## Benefits

- Comparability of player development from academy players to first team
- Full player profiles of all academy players
- Support in the certification process
- Progressive tactical training
- Improved talent selection



**KINEXON EXPERIENCE**

**Our data creates value and raises fan engagement.**

**#NextGenerationSportsContent**

# CONTENT ENHANCEMENT THROUGH REAL-TIME DATA

Increase the fascination. Excite your audience.

## DIGITAL

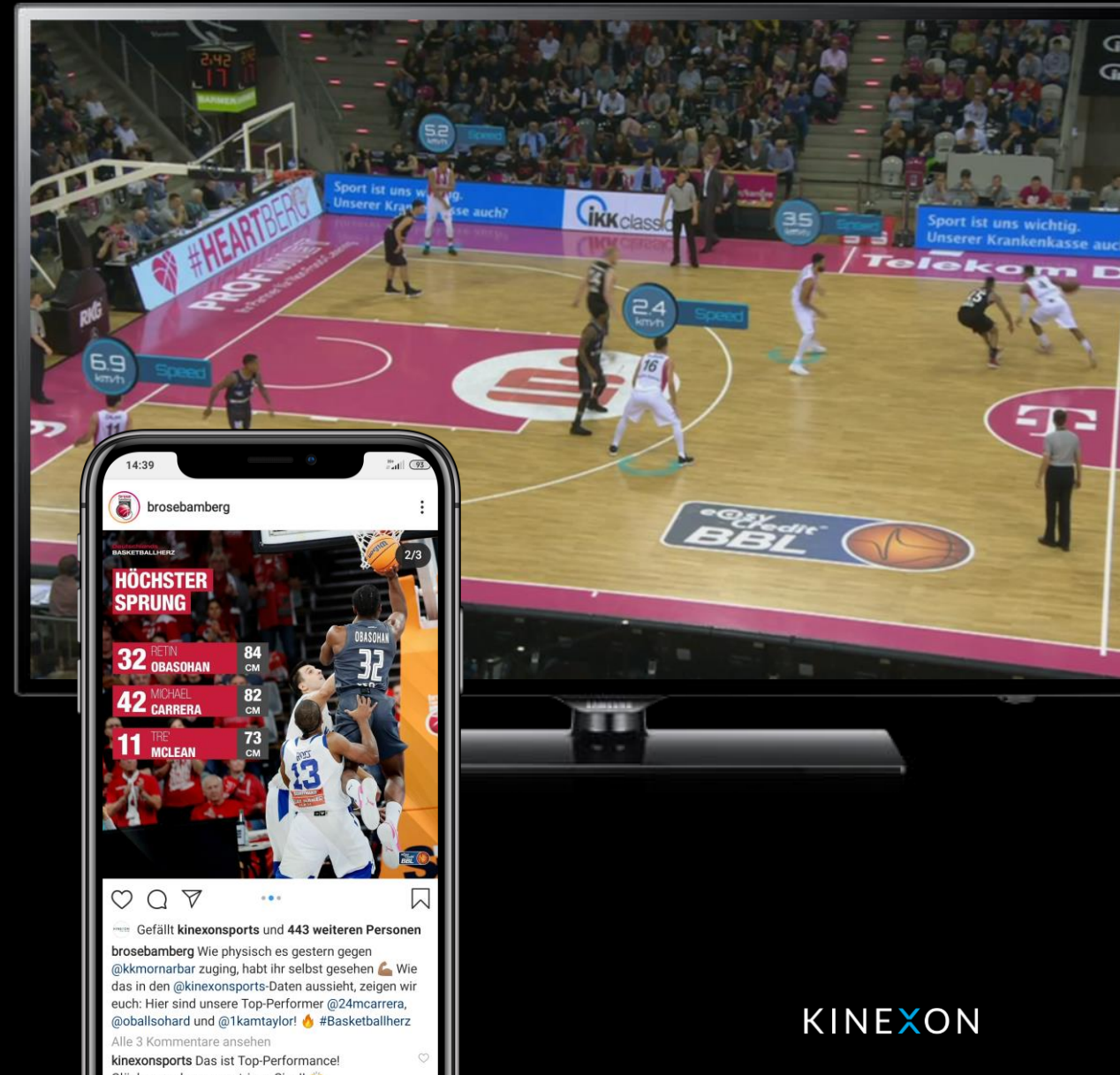
Real-time 2nd screen data enhancement.

## BROADCASTING

Enriched broadcast with live TV graphics.

## VENUE

On-site sponsorship activation.



# INTEGRATION IN SECOND SCREEN APPLICATION

Enable a new era of  
sports content.



## OUR GOAL

Experience basketball on a new level.



- **LOAD CONTROL AND PERFORMANCE ENHANCEMENT**
- **MINIMIZE MUSCLE INJURIES**
- **TACTICAL ANALYTICS 2.0**



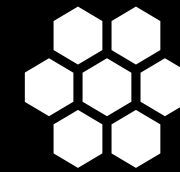
- **MAX OUT MARKETING POTENTIAL**
- **STRENGTHEN FAN ENGAGEMENT**
- **ENHANCE FAN EXPERIENCE**

# REFERENCES

Selected partners in basketball.



KINEXON



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[www.conartia.com/kinexon-perform](http://www.conartia.com/kinexon-perform)

