

## MEDIA ALERT

### THE FIRST IN SWISS ICE HOCKEY: SC RAPPERSWIL-JONA LAKERS STARTS THE NEW SEASON WITH KINEXON

*Munich, October 13, 2020 – With the SC Rapperswil-Jona Lakers, the Swiss professional ice hockey league now uses real-time analysis technology from KINEXON. The club hopes that the digitalization measure will be an important step to reach the next level of performance.*

Ice hockey is an increasing part of the KINEXON portfolio. Teams in the NHL, such as the New Jersey Devils, New York Rangers, Pittsburgh Penguins, as well as the German Ice Hockey Federation all track player performance in real time using centimeter-accurate ultra-wideband technology. Now, that same technology will be used in St. Galler Kantonalbank Arena starting in the 2020-2021 season.

Using small sensors integrated in the players' equipment and anchors throughout the arena, KINEXON can collect hundreds of precise performance metrics even during the toughest checks and process them in real-time into previously inaccessible data-based insights.

#### **Development That Improves Fan Experience and Offers the Sponsor Real Added Value in Brand Communication**

"With the help of live data, we want to develop the players in the sporting field. We receive very precise information about movement sequences, energy metabolism and other performance data, which we can evaluate exactly. We also want to improve the live experience in the arena. The fans receive selected live data during the game directly published on our state-of-the-art video cube. Now they can see, for example, the number of sprints a player makes, or the exact number of minutes played (time-on-ice). The individual metrics can each be presented by a sponsor and partner. It is thus possible for an advertiser to use innovative content with a high level of attention for target group activation," explains Michael Bart, Head of Sales & Marketing at SC Rapperswil-Jona Lakers.

"Here KINEXON offers the advantage of processing selected data to fan content via a media interface, also without loss of time," explains Michael Elmer, Sports Scientist and Project Manager at KINEXON.

#### **Expertise and Technology That Offer More Than High-Quality Data**

Markus Bütler, Managing Director of Lakers Sport AG: "In US leagues such as the NBA or the NHL, you can already see for a few years where the journey for many top clubs is going with KINEXON. We are happy to be a pioneer here in Switzerland and to offer new added value to both our fans and our players."

Michael Elmer explains that KINEXON technology is becoming more and more popular in ice hockey after basketball, soccer and handball: "With our experience in top sports, we not only provide reliable data quality at all times, which is needed for the fastest team sport in the world. We also have the expertise and technical skills to process the data fully automatically in all directions and constantly create new applications."

#### **Real-Time Data Opens up a New Dimension of Possibilities**

KINEXON not only provides sports with live performance data for fans, but also supports athletic trainers in load management and performance analysis. In addition, the Munich-based technology company offers sponsors, clubs and

leagues exclusive opportunities for marketing activations. The technology also helps entire leagues realize hygiene protocols during the coronavirus pandemic.

#### **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. In 2020 the company developed KINEXON SafeZone, the world's most advanced digital solution for contact warning and contact tracing in the fight against COVID-19. The company has received numerous awards for its products and services, including the ISPO 'Product of the Year 2019' Award.

#### **About SC Rapperswil-Jona Lakers**

The SCRJ Lakers are a Swiss ice hockey club in St. Gallen's Rapperswil-Jona at Lake Zurich (Obersee). The team plays in the National League, the highest ice hockey league in Switzerland. The team has been relegated twice to the top division (1994/2018). In the season of promotion, the "Rosenstädter" also celebrated their acclaimed cup victory. The club colors are red, white and blue.

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