

PRESS RELEASE

Audi partners up with KINEXON for the Audi Intelligence Court

Tuesday, 10 April 2018 – Audi employs KINEXON with the collection, evaluation and display of data during the games of the Audi Intelligence Court, an innovative fan engagement tool.

At the Audi Intelligence Court, 2 teams consisting of 2 players each play against each other for 2 minutes on a small mobile football pitch. The team that achieves the higher final index wins. KINEXON equips every player and the ball on the court with sensors, tracks the data and visualizes it for everyone on the video wall above the court. The following scores contribute to the index: goals / shots on goal, passes, tackling, defence, distance covered and efficiency.

The system is derived from the Audi Player Index, which is used at FC Bayern München Bundesliga home matches as well as nationwide and across all teams at every game in the American Major League Soccer (MLS). It uses scouting data to calculate an individual performance-score for each player. The Audi Intelligence Court makes the efforts of the players tangible for fans and demonstrates that the KINEXON technology cannot only be used for performance diagnostics and injury prevention, but also for bringing a significant surplus to raise fan engagement.

The system was officially presented at the SPOBIS on January 30th/31st in Düsseldorf. After a very positive feedback, the AUDI Intelligence Court now tours through Germany. The first station was on March 31st on the occasion of the Bundesliga match FC Bayern München – Borussia Dortmund at the Allianz Arena in Munich. Until mid-May, there will be various qualification-rounds at several different national Audi partner clubs. The best two teams of each round qualify for the final tournament at the DFB cup final in Berlin.

ABOUT KINEXON

The company was founded in 2012 by scientists of the Technical University Munich. KINEXON Sports & Media develops cutting-edge solutions for precise localisation and motion sensing of professional athletes in various sports. The portfolio includes both hardware (e.g. sensors, anchors) for real-time detection of precise data as well as software solutions for smart data processing and analytics. KINEXON Sports & Media offers an unrivalled tracking technology for indoor and outdoor use that locates athletes with centimetre-accuracy in real-time. The company has its headquarters in Munich and a further office in New York City.

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