



## PRESS RELEASE

FIFA Quality Programme for Electronic Performance and Tracking Systems (EPTS)

# FIFA ANNOUNCES PIONEERING COLLABORATION WITH GLOBAL TECHNOLOGY LEADER KINEXON

- FIFA selects KINEXON as the world's first Preferred Provider of Live Player Tracking.
- KINEXON's real-time player tracking will advance FIFA's technology initiative to further enhance the football experience for players, clubs, leagues, federations, and fans.
- Oliver Trinchera, Co-founder & Managing Director of KINEXON: "This collaboration will bring digital evolution to the football field and onwards to the global football community, while still preserving the spirit of the game."

[Munich, Germany / Zürich, Switzerland – May 5, 2021](#) – Today, FIFA and world-leading technology provider KINEXON announced a first-of-its-kind collaboration in the field of Live Player Tracking. FIFA aims to utilize KINEXON's tracking innovation expertise to advance the way clubs and players can receive next level insights on health and development, and also how the sport is presented to fans around the world. The FIFA Preferred Provider (FPP) initiative was launched to drive the development of Electronic Performance and Tracking Systems (EPTS) in football. Not only will this initiative benefit FIFA and the global football community, but also KINEXON, who will collaborate with FIFA to develop new and innovative technologies to advance the sport.

To this point, KINEXON has worked with more than 400 clubs, leagues, and events worldwide to improve player and team performance, reduce injuries, accelerate return-to-play, and empower fans with previously inaccessible information to provide a deeper understanding and love for the game. KINEXON's unique ability to provide automated insights and content is enabled by its industry-leading ultra-wideband and 5G-ready GNSS technologies, as well as its powerful real-time analytics platform.

"This is an important step for FIFA to innovate and further develop the game," said Nicolas Evans, Head of Football Research & Standards at FIFA. "It is key for us to work with industry thought leaders who have demonstrated their capabilities for forward-looking product innovation. As one of those companies, KINEXON will drive a better experience for all football stakeholders – players, clubs, leagues, federations, and fans. The next logical step is to ensure this data becomes available in real-time, so that users can react during games or in training and make informed decisions instantly. The goal is to define standards for high-quality and accurate live data sets that will help improve the game and match experience."

"This collaboration has major significance for global football and the entire sports industry," said Oliver Trinchera, Co-founder & Managing Director of KINEXON. "We believe that Live Player Tracking will reshape the presentation and perception of sports around the world. Our technology greatly benefits players, clubs, and fans, bringing the entire football community to the next level of engagement and

experience. This global collaboration with FIFA will bring digital evolution to the football field, while preserving the spirit of the game. Following our previous success with clubs, we are very proud to have come out on top after FIFA's demanding selection process. Our role as FIFA's Preferred Provider of Live Player Tracking confirms KINEXON as a pioneer of technological innovation in global sports, which makes us very proud."

"At KINEXON, our passion for the game is front and center," said Maximilian Schmidt, Co-founder and CRO of KINEXON Sports & Media. "We believe in preserving football by driving digital innovation. We consider it our mission to create value and an enhanced experience for players, clubs, leagues, and the fans. Together with FIFA, we will develop and introduce new applications for the game we love, which will also drive our team to new heights."

FIFA and KINEXON's collaboration was announced at a virtual event, with more than 300 participants from all around the world. The speaker line-up included Julian Nagelsmann and Dominique Janssen, who talked about what this announcement means for the future of football.

#### ABOUT KINEXON

KINEXON is a global technology leader that develops groundbreaking hardware and software solutions for the Internet of Things (IoT). More than 400 teams & leagues worldwide rely on KINEXON Sports & Media in the areas of performance tracking & analytics, fan engagement, and during the COVID-19 pandemic: contact tracing. KINEXON Industries implements specialized real-time IoT solutions for Industry 4.0, in order to capture, analyze and automate manufacturing and logistics processes for industry leaders such as BMW and Continental. The company pivoted during the COVID-19 pandemic to launch KINEXON SafeZone, the world's most trusted contact warning and contact tracing solution to combat the spread of COVID-19, which has been used by companies around the world, including the NFL, NBA, MLB, and March Madness. Founded in 2012, and headquartered in Munich, Germany, KINEXON has grown to more than 250 employees across offices in Munich, New York, and Chicago. For more information visit [www.kinexon.com](http://www.kinexon.com).

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