

PRESS RELEASE

KINEXON BECOMES WORLD'S FIRST "FIFA PREFERRED PROVIDER OF LIVE PLAYER & BALL TRACKING"

- The FIFA Quality Programme and KINEXON extend their collaboration until 2024.
- KINEXON's designation now includes "Preferred Provider Live Ball Tracking" after receiving the designation of "[Preferred Provider Live Player Tracking](#)" in 2021.
- The FIFA Preferred Provider (FPP) initiative was launched to drive the development of [Electronic Performance and Tracking Systems](#) (EPTS) in football.

MUNICH – (July 1, 2022) - Today, KINEXON announced it has become the world's first "FIFA Preferred Provider Live Player & Ball Tracking," as designated by the FIFA Quality Programme. This comes after KINEXON's player and ball tracking solutions were successfully validated during FIFA EPTS testing at Estadio Ramón Sánchez Pizjuán in Seville, Spain. The FIFA Preferred Provider (FPP) initiative was launched in 2017 to drive the development of Electronic Performance and Tracking Systems (EPTS) in football.

"As FIFA Preferred Provider for Live Player and Ball Tracking our goal is to use state-of-the-art technology to improve the experience for everyone involved without changing the game of football," said Dr. Maximilian Schmidt, Global Sports Lead at KINEXON. "We are confident that with accurate live ball data the connected ball technology will enable a new age of football analytics and fan experience."

A lightweight sensor utilizing both ultra-wideband (UWB) radio frequency and an Inertial Measurement Unit (IMU) is integrated into the ball. As a result, KINEXON provides real-time position and motion data. The real-time transmission is enabled by KINEXON's Local Positioning System (LPS) installed around the pitch.

"With the validation of live player and ball tracking data we are catering to the needs for information of live tracking data systems of the wider football industry," said Katharina Wistel, Group Leader FIFA Quality Programme. "After successful testing of several technologies, we chose to introduce the new 'FIFA Preferred Provider for Live Player & Ball Tracking' to offer visibility to these companies in the market for football stakeholders and continue a close collaboration for the next level developments."

The solution gives the context needed to monitor player and team performance, improve tactical understanding, support officiating, and analyze everything that happens on the field more accurately and quickly than ever before. The sensor detects ball movements two and three-dimensionally in real-time, centimeter-accurate and with a delay of less than 20 ms.

“The official integration of our ball tracking technology is a milestone,” said Oliver Trinchera, Co-founder & CEO of KINEXON. “Not only for us, but also for football in general. For the very first time in history, cutting-edge technology becomes part of the centerpiece of the game: the ball.”

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ABOUT KINEXON

KINEXON is a global technology leader that develops groundbreaking sensing and software solutions for the Internet of Things (IoT). 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. More than 400 teams and leagues worldwide rely on KINEXON Sports & Media in the areas of performance tracking, analytics, and fan engagement. Headquartered in Munich, Germany, KINEXON has grown to more than 300 employees across offices in Munich and Chicago. For more information, visit www.kinexon.com.

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