

PRESS RELEASE

KINEXON PARTNERS WITH SPORTA TO IMPLEMENT NEXT LEVEL SPORTS TECHNOLOGY IN JAPAN

CHICAGO, JUNE 4, 2020 – *KINEXON has announced a partnership with Sporta, a sports and entertainment company which specializes in identifying and implementing industry-leading technology in the Japanese market. Sporta will serve as the exclusive distributor of KINEXON sports performance tracking solutions in Japan.*

In just a few short years, KINEXON has become the most-used performance tracking solution in the NBA, with more than 70 percent of teams relying on its innovative UWB-technology. Now, together with Sporta, KINEXON will bring its technology to the rapidly growing Japanese sports market. Headquartered in Tokyo, Sporta aims to help further develop sports teams in Japan by using KINEXON to provide valuable insights relating to player profiling, conditioning, training loads, injury management and tactical analysis

“With player tracking playing an increasingly critical role in sports, Japanese professional teams are now recognizing that they need to implement cutting-edge technology to ensure they compete at a world-class level,” said Sporta CEO/Founder, Yusuke Katoku. “By bridging the gap between Japan and the U.S./Europe through the implementation of KINEXON, we believe it could help enhance the performance of Japanese sports teams.”

The global expansion continues for KINEXON, who provides sports solutions for more than 100 customers spanning across Europe, North America and now Asia. On May 20, Alvark Tokyo became the first professional Asian sports team to use KINEXON’s solution. Alvark Tokyo is the reigning back-to-back champion of the B.League, Japan’s top professional basketball league.

“As professional sports continue to grow in Japan, specifically basketball, it only makes sense for its top teams to be using the best player tracking technology in the world,” said KINEXON CEO, Mehdi Bentanfous. “Having Alvark Tokyo implement our solution affirms their commitment to sustained success. With the support of our partner Sporta, we are confident that other teams in Japan will follow their lead.”

KINEXON will not only provide Japanese teams with the most precise player performance data and tactical insights on the market, but also offer enhanced fan experiences through integrated marketing, sponsorship and broadcast opportunities. Made possible by its real-time tracking capabilities, KINEXON has provided data-enhanced viewing experiences for top teams, leagues and events around the world.

"Our real-time tracking is part of what separates us from the competition," said KINEXON EVP of Sales & Marketing, Jim Garofalo. "The ultra-low latency allows coaches to make decisions instantly based on the data that they are seeing. This of course has huge implications on fan engagement as well. Fans can now experience sports in new and exciting ways through real-time data-overlays and enhanced in-venue experiences."

As part of the partnership, KINEXON has also announced it will be launching a three-part educational webinar series focused on providing key insights on athlete and team performance to the Japanese market. The webinar sessions will be free of charge and led by KINEXON sports scientists. Japanese-based strength & conditioning coaches, human performance personnel, team staff and league officials from all sports looking to enhance their understanding of how emerging technology can help impact athlete performance are welcome to participate.

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[SIGN UP NOW FOR THE KINEXON JAPAN WEBINAR SERIES](#)

[Emerging Trends in Sports Performance: Implementing Technology for Athlete Monitoring](#)

– Tuesday, June 9, 2020

- 8-9 p.m. JST (Tokyo)

[Data in Sports: Generating Meaningful Insights for Informed Decision Making](#)

- Wednesday, June 10, 2020
- 8-9 p.m. JST (Tokyo)

[Solutions: Best Practices in the NBA](#)

- Thursday, June 11, 2020
- 8-9 p.m. JST (Tokyo)

ABOUT KINEXON

KINEXON is the first, and so far, only sports performance monitoring and analytics provider on the market that covers the complete range of performance data for team sports. Our unrivaled player tracking system delivers centimeter-accurate 3D position data in real time. Since entering the NBA in 2016, the company has become the league's premier performance data provider with more than 70 percent of teams using our next level technology to assist with return-to-play, improving performance, and reducing injuries.

ABOUT SPORTA

Sporta is a sports entertainment company, which specializes in the implementation of cutting-edge Western sports technologies through licensing/exclusive distribution rights, to Japanese sports leagues, federations, teams, and sponsorship companies.

ABOUT ALVARK TOKYO

Alvark Tokyo is a Japanese professional basketball team located in Tokyo. The team, which is sponsored by Toyota, is the reigning back-to-back champion of the B.League, Japan's top basketball league. Alvark Tokyo plays its home games at Tachikawa Tachihi Komazawa Gymnasium and is coached by Luka Pavićević.

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