

PRESS RELEASE

KINEXON AND CONTENT STADIUM TRANSFORM REAL-TIME-DATA TO REAL-TIME-CONTENT

Munich, 14th October 2019 – *In the LIQUI MOLY Handball-Bundesliga, fans are now be able to see live performance data of players during running matches on social media. This premiere is made possible by a partnership between KINEXON and Content Stadium.*

Real-time performance data – accurate to the centimeter – as provided by KINEXON Sports with its sensor technology, brings performance analysis to a whole new level. In the LIQUI MOLY Handball-Bundesliga, not only the coaching teams but also the fans benefit now from this data!

Tracking data from KINEXON is made available to the Dutch company Content Stadium via an open interface. Content Stadium processes the data automatically into infographics. The LIQUI MOLY Handball-Bundesliga publishes this data in their unique corporate design via different communication channels such as LED screens, social media, websites or mobile apps.

Completely new marketing channels emerge

"With this partnership, sports organizations such as leagues, broadcasters or clubs can let fans participate in a revolution. Real-time performance data and analytics adds a new dimension to the sports experience, and the leagues and clubs themselves are the ones that shape it. As far as marketing and sponsorship is concerned, this opens up completely new opportunities", explains Maximilian Schmidt (co-founder and managing director of KINEXON Sports & Media).

Jasper Swelheim (CEO, Content Stadium) agrees with his partner: "I think we are at the beginning of a very exciting development. With our platform, sports organizations can process historical and real-time data into effective digital content with just one click. It couldn't be faster and easier to produce exclusive, relevant content!"

About KINEXON Sports & Media

The company was founded in 2012 by scientists at the Technical University of Munich and develops innovative solutions for the real-time localization, transmission and evaluation of data. The company is divided into the two core sectors Sports & Media and Industries. The Sports & Media division develops solutions for highly accurate performance analysis in sports. The system consists of two core elements: a radio-based sensor technology and analysis software for the intelligent evaluation and visualization of the data. As a full-stack company, KINEXON offers its customers the perfect combination of hardware, firmware, software and service. The sensor network technology also includes an analytical platform to turn the resulting amount of large data into valuable insights. The company has received numerous awards for its products and services, including awards from the European Space Agency, the European Commission and the State of Bavaria. It is headquartered in Munich and has offices in New York City and Chicago.

About Content Stadium

Content Stadium empowers communications teams to create visuals, animations, infographics and videos, in just a few seconds. The content created on the platform suits all digital channels: social media, websites, mobile-apps, LED-screens, OTT channels and even print. Historical and real-time sports statistics can be imported with just one click and also other data can be implemented into the visuals and videos via a custom API. More than 150 sports clients successfully work with the Content Stadium Platform, serviced from offices in Amsterdam, Bruges, Paris, Berlin and Miami. Clients are a.o. VfL Wolfsburg, Eintracht Frankfurt, German Icehockey Federation and Transfermarkt GmbH.



UWB-Tracking by KINEXON generates performance data of all players in real time and transmits it to Content Stadium.



Using ball tracking, KINEXON also provides throw metrics that Content Stadium processes to social media content.

This short video shows how quick and easy it is to produce content thanks to this cooperation:

<https://www.youtube.com/watch?v=6y-hgCo2KvE>

Contact KINEXON

Maximilian Schmidt

Managing Director KINEXON Sports & Media

T: +49 89 2006 1650

E: maximilian.schmidt@kinexon.com

Contact Content Stadium

Jasper Swelheim

CEO Content Stadium

Vliegtuigstraat 28

1059 CL Amsterdam

T: +31 205356838

M: +31 652622504