

PRESS RELEASE

KINEXON and Bayer Leverkusen jointly develop innovative tactical analyses

With the help of live data from the KINEXON chip on the player and in the Derbystar iBall, new kinds of analyses are possible for Bayer Leverkusen.

Leverkusen/Munich, 16 August 2019

Bayer 04 Leverkusen has opted for the fully automated analysis technology and consulting of KINEXON Sports & Media with immediate effect. The Champions-League participant and the international sports tech company, headquartered in Munich, are combining their innovative expertise and want to raise the tactical insights in training and the game to a new level.

Bayer 04's team of coaches will analyze and optimize the long phases of their own possession of the ball in training and in the game using club-specific standardized ball metrics. In addition to head coach Peter Bosz, co-trainer and chief analyst Marcel Daum is primarily responsible for driving forward these first-time, fully automatic insights into ball tracking and analysis of DFL game data.

In specific terms, KINEXON reads and correlates the metrics of players and ball live and fully automatically in selected training units.

Sports Director Simon Rolfes: "Bayer 04 stands for innovation. In our cooperation with KINEXON we will be pioneers and break new ground."

Co-trainer and chief analyst Marcel Daum: "Ball data is very complex and technically difficult to generate. KINEXON's chip-in-ball technology enables us to further optimize our training work and collect additional valuable analysis data to improve the performance of our players".

KINEXON Sports & Media Managing Director Maximilian Schmidt: "Bayer Leverkusen's forward-looking approach to match and training data gives us at KINEXON the opportunity to join forces with a top club in the Bundesliga to bundle the tech expertise and tactical know-how of both partners for the first time and to develop real added value for coaches and players with our chip in Derbystar iBall. In addition, our sports scientists and coaches at KINEXON are now bundled within a Consulting Unit due to the impulse of Bayer Leverkusen and can now also offer the individual analysis of official league data. We are very pleased about the trust placed in us by Bayer Leverkusen and look forward to working with them".

ABOUT KINEXON

KINEXON Sports & Media develops cutting-edge solutions for automated, real-time sports content. It brings athlete performance, media experience and entertainment formats to the next level.

The portfolio includes both an unrivaled sensor technology for centimeter-accurate indoor and outdoor localization and motion sensing of professional athletes in various sports. Moreover, the portfolio includes software solutions for smart data processing and actionable insights through various analytics. The company was founded in 2012 by scientists of the Technical University Munich. KINEXON is located in Munich (headquarters), New York City and Chicago.

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