

PRESS RELEASE

WNBA TO INTEGRATE LIVE KINEXON ANALYTICS INTO COMMISSIONER'S CUP CHAMPIONSHIP GAME



- Connecticut Sun and Seattle Storm players will be equipped with KINEXON player tags during the inaugural Commissioner's Cup Championship Game at the Footprint Center in Phoenix, Ariz., on Thursday, Aug. 12.
- The wearable sensors will be worn in the waistband of the Nike uniform shorts and will provide data points on sprints, jumps, velocity, position, and more.
- The data will be integrated into the exclusive livestream by Amazon Prime Video.

PHOENIX – (August 11, 2021) - For the first time, the WNBA will use player tracking technology during a live game. KINEXON will supply the Connecticut Sun and Seattle Storm players with its cutting-edge wearable sensors during the WNBA Commissioner's Cup Championship Game in Phoenix, Ariz., on Thursday, Aug. 12. The inaugural game was announced in January 2020 as a part of the WNBA's focus on innovation and fan engagement.

The data will be used to enhance the storytelling of the event through Amazon Prime Video's exclusive livestream starting at 9 p.m. ET.

"KINEXON's integration with the WNBA is a first-of-its-kind for the game of women's basketball," said KINEXON Sports & Media CRO & Co-Founder, Maximilian Schmidt. "There could not be a better event for using real-time performance insights to highlight the skillset of these amazing athletes. The league's focus on innovation and fan engagement for the Commissioner's Cup Championship Game aligned perfectly with our ability to provide fascinating real time insights on player performance."

KINEXON supplies its sports technology to more than 400 teams, leagues, and events worldwide.

"The WNBA is proud to be working with KINEXON, which will provide an innovative look at our game through its state-of-the-art, next generation wearable technology at this year's inaugural WNBA Commissioner's Cup," said WNBA Commissioner Cathy Engelbert.

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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, and events worldwide rely on KINEXON Sports & Media in the areas of performance tracking & analytics, fan engagement, and contact tracing. KINEXON Industries implements specialized real-time IoT solutions for Industry 4.0, 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 and Chicago. For more information visit www.kinexon.com.

ABOUT THE WNBA

Currently in its 25th season in 2021, the WNBA is a bold, progressive basketball league that stands for the power of women. Featuring 12 teams, the W is a unique sports property that combines competition and entertainment with a commitment to diversity, equity and inclusion and social responsibility. Through its world-class athletes, the in-game fan experience, TV and digital broadcasts, digital and social content and community outreach programs, the league celebrates and elevates the game of basketball and the culture around it.

In 2020, the WNBA and the Women's National Basketball Players Association (WNBPA) signed a groundbreaking eight-year CBA that charts a new course for women's basketball – and women's sports overall – with a focus on increased player compensation, improvements to the player experience, expanded career development opportunities and resources specifically tailored to the female professional athlete. Key elements of the agreement are supported through the league's new platform, WNBA Changemakers, with AT&T, the WNBA's Marquee Partner and inaugural Changemaker, as well as fellow inaugural Changemakers Deloitte and Nike, and the recent addition of Google. During the 2020 season, the WNBA and WNBPA launched the WNBA Justice Movement forming the Social Justice Council with the mission of being a driving force of necessary change and continuing conversations about race and voting rights, among other important societal issues.

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