PlaySight Interactive and KINEXON partner up to bring best-in-class technology offering to top basketball teams and programs globally

Munich, Germany & Tel Aviv, Israel (September 16th, 2019) – PlaySight Interactive and KINEXON are excited today to announce a new technology partnership in basketball. The two technology companies are joining forces to offer a full-service video and analytics technology offering to elite and professional teams across the NBA, college basketball and globally.

With its technology, PlaySight turns sports facilities, gyms, courts, fields, rinks, pools and pools ‘Smart’ by installing high-performance sports AI and connected camera technology. PlaySight-powered facilities provide student-athletes, coaches, teams and fans with automated HD broadcast live streaming and pro-level coaching and performance analysis tools, as well as instant replay, multiple camera angles and an on-demand video content platform to access, store, manage and share video, statistics and analytics.

KINEXON is shaping the digitization of sports. With the help of its centimeter-accurate UWB sensor technology, KINEXON measures, analyzes and visualizes the athletic and tactical performance of individual players and teams in real time and three dimensions (x-, y- and z-axis). Open interfaces allow to integrate third-party applications such as PlaySight and offer borderless flexibility. On top of that, smart algorithms and artificial intelligence process generated data into actionable insights – displayed live in a networked, intuitive web application.

With PlaySight as a partner, KINEXON clients such as Alba Berlin and the NBA’s Atlanta Hawks can now take advantage of performance analysis by KINEXON and video analysis by PlaySight synchronously in the Kinexon application. Combining both technologies makes it easier and faster for coaches to interpret data anomalies or tendencies.

Maximilian Schmidt, Co-Founder and Managing Director KINEXON: “We are very thrilled to make our partnership with PlaySight official. Their easy-to-use smart AI sports video platform integrates seamlessly into our system. By combining real-time performance data and smart video content, we are offering an unparalleled performance experience to pro and elite teams around the world.”

Chen Shachar, PlaySight CEO & Co-Founder: “KINEXON shares our vision – to bring automated technology to sport and drive change in a positive way – both through athletic and coaching performance and improvement, as well as the fan and viewing experience. By learning from our customers together, we are able to continually innovate to meet the needs of today’s very best athletes, coaches and sports organizations.”

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About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is powering the next generation of athletes with its Smart sports AI and connected camera technology platform. PlaySight technology is helping athletes all over the world to improve – from the professional ranks through collegiate, high school and youth sports. Clients include the NBA’s Toronto Raptors, Golden State Warriors and Boston Celtics, as well as Ohio State University, Duke University and over 80 other NCAA and NJCAA programs. PlaySight also works with leading federations and organizations, such as the United States Tennis Association’s National Campus, Ripken Baseball and many more.

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.