

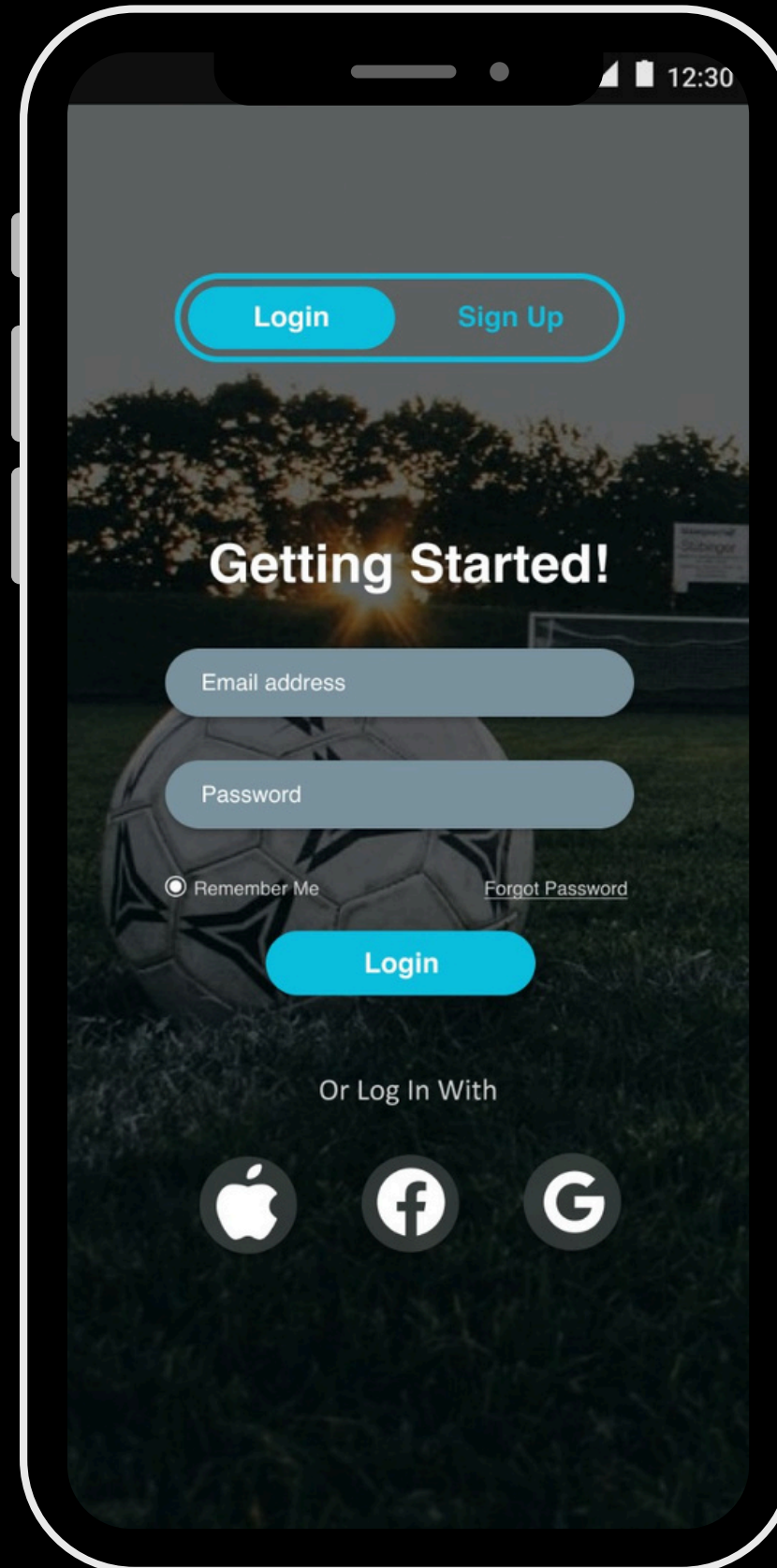
PLAYERCAM



AI TRACKING

EVERY MOVE, EVERY MOMENT, EVERY PLAYER.

Simple Set-up



Mobile app login screen. The background is a dark image of a soccer field with a goal and trees. At the top, there are two buttons: "Login" and "Sign Up". Below them is the heading "Getting Started!". There are two input fields: "Email address" and "Password". Below the "Password" field, there is a radio button labeled "Remember Me" and a link "Forgot Password". A "Login" button is below the input fields. At the bottom, there is a text "Or Log In With" and three social media icons: Apple, Facebook, and Google.

12:30

Login Sign Up

Getting Started!




Email address

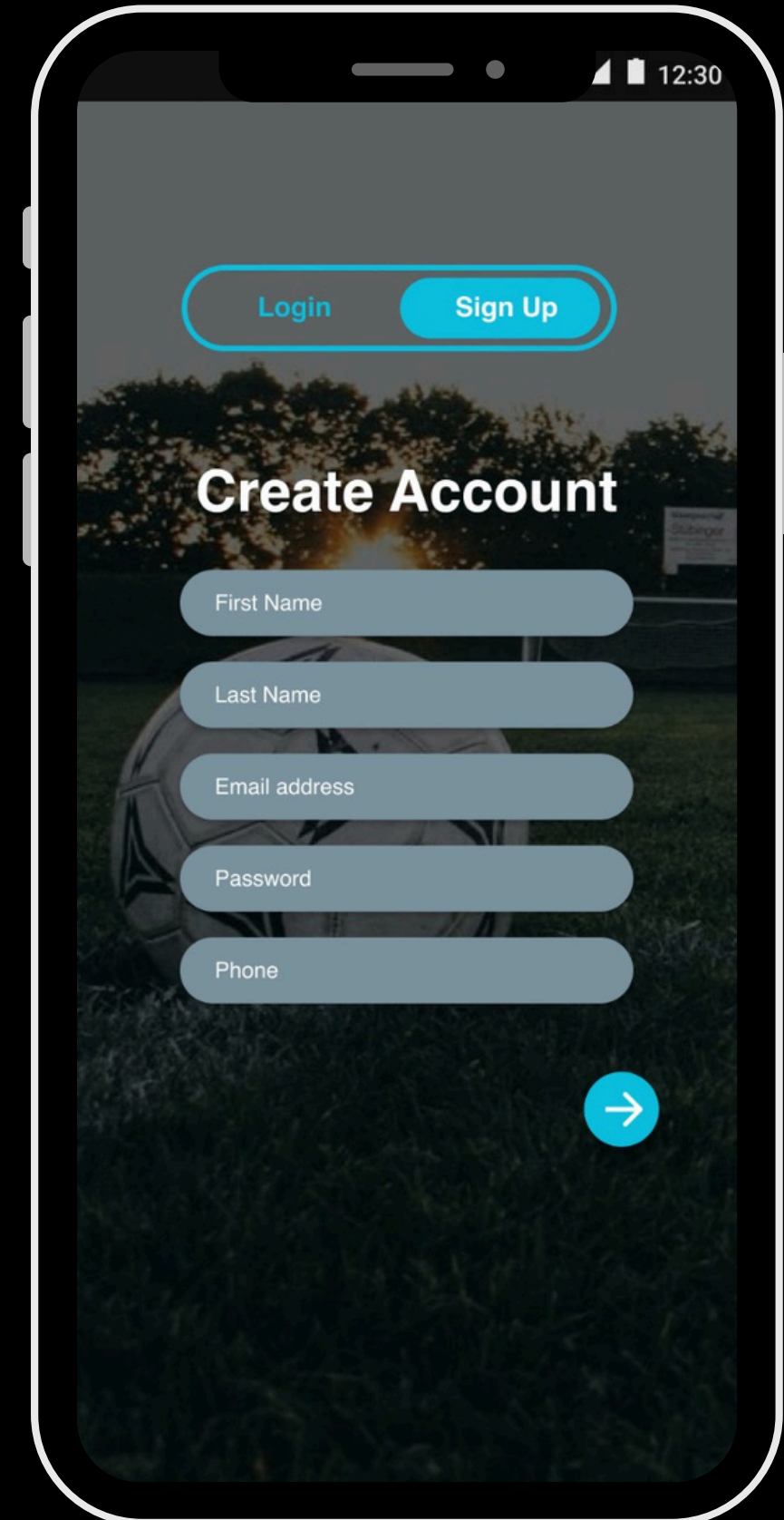
Password

☒ Remember Me [Forgot Password](#)

Login

Or Log In With



Mobile app create account screen. The background is a dark image of a soccer field with a goal and trees. At the top, there are two buttons: "Login" and "Sign Up". Below them is the heading "Create Account". There are five input fields: "First Name", "Last Name", "Email address", "Password", and "Phone". A blue arrow button is at the bottom right.

12:30

Login Sign Up

Create Account


First Name

Last Name

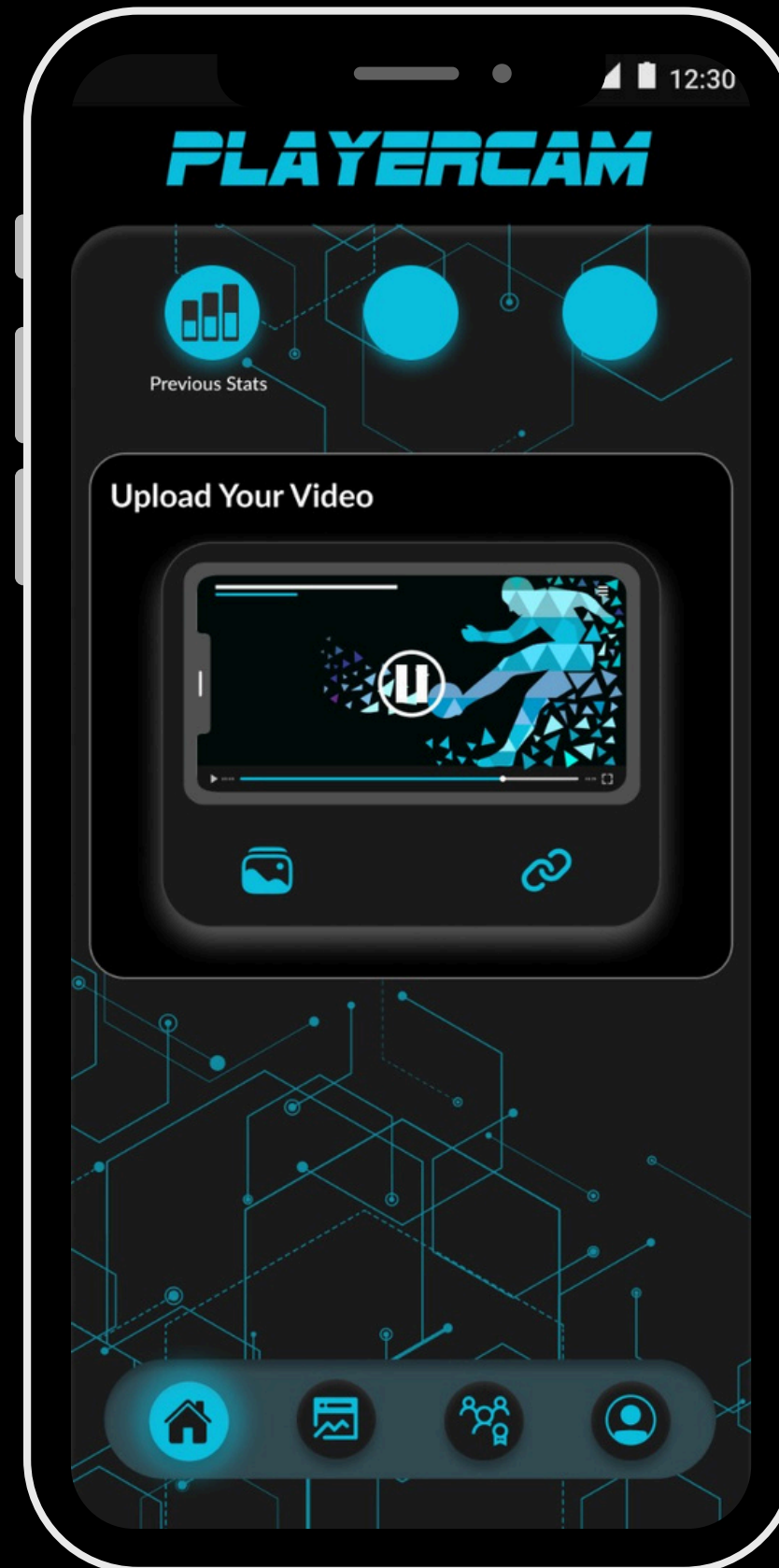
Email address

Password

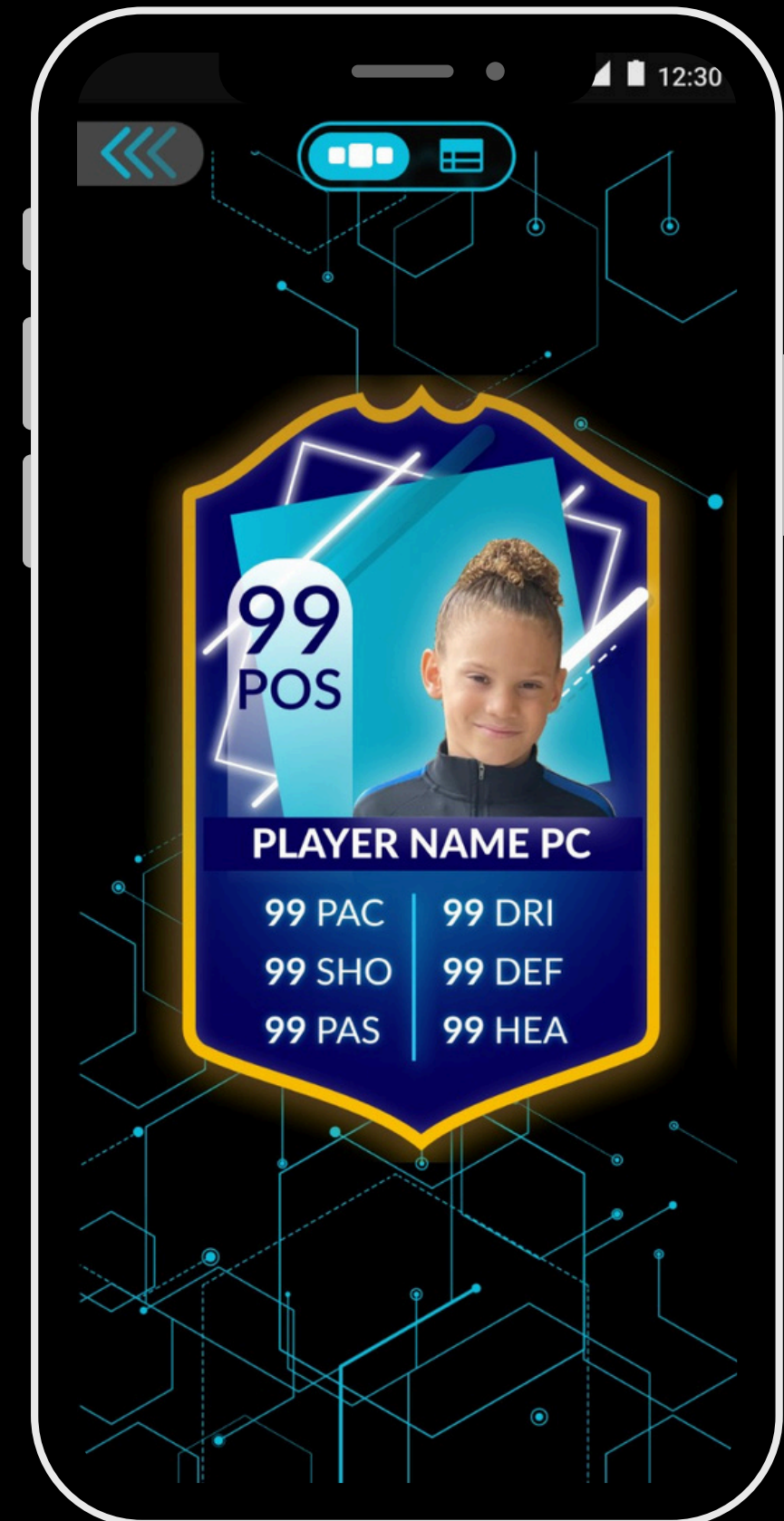
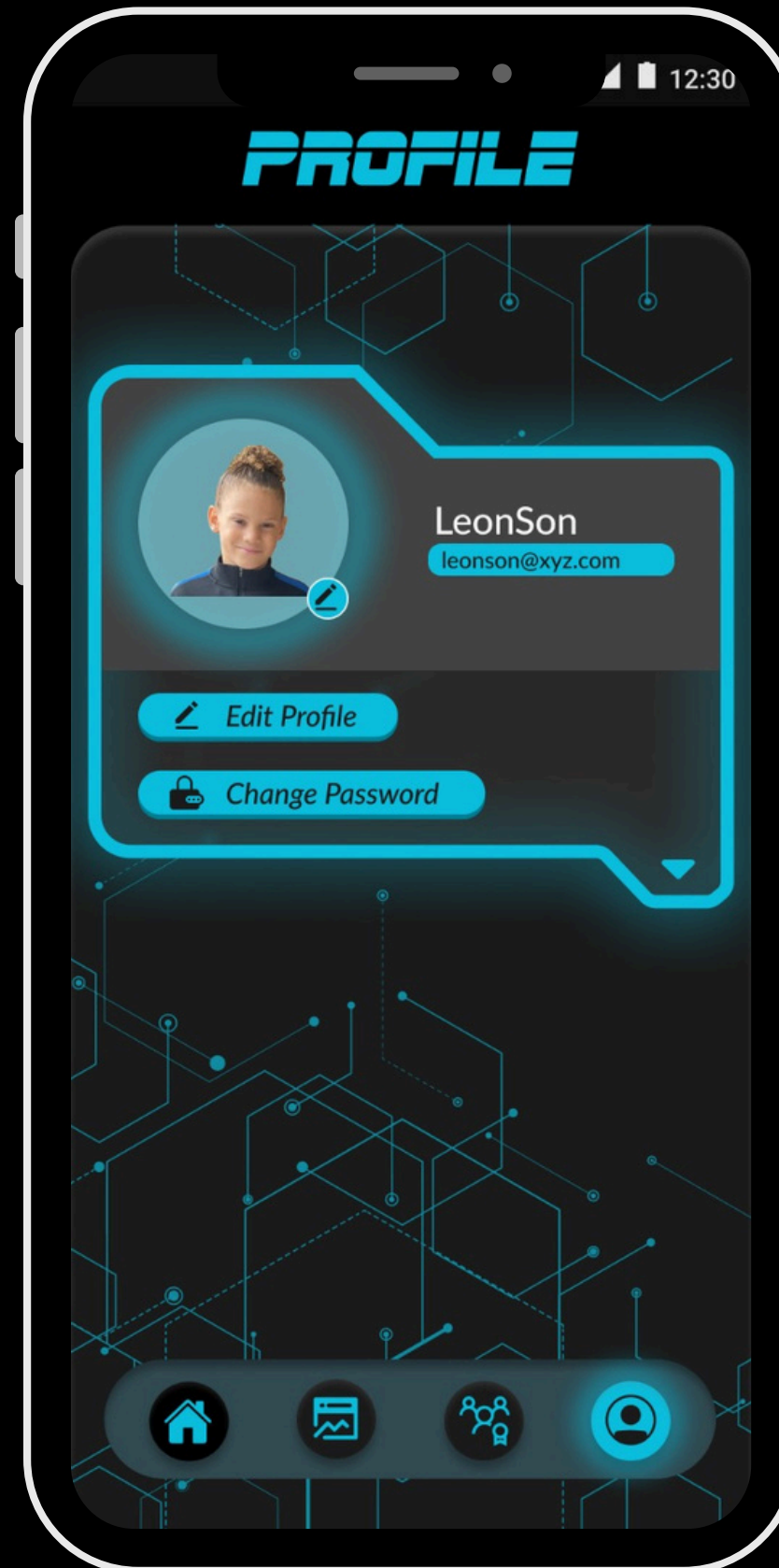
Phone



Easy Video Upload.



Dynamic Player Profiles



Key Player Stats

- ✓ Distance Run
- ✓ intensity of Acceleration
- ✓ Intensity of Deceleration
- ✓ Pass Completion %
- ✓ Pass Foot
- ✓ Pass Speed
- ✓ Shots on Target
- ✓ Shot Speed
- ✓ 1 vs 1 Completion
- ✓ Through Ball Success %

- ✓ Tackle % Rate
- ✓ Heat Maps
- ✓ Positional Maps
- ✓ Balance
- ✓ Body Positioning

Team Stats

- ✔ Distance Run
- ✔ Intensity of Acceleration
- ✔ Intensity of Deceleration
- ✔ Pass Completion %
- ✔ Pass Foot
- ✔ Pass Speed
- ✔ Shots on Target
- ✔ Shot Speed
- ✔ 1 vs 1 Completion
- ✔ Through Ball Success %

- ✔ Tackle % Rate
- ✔ Heat Maps
- ✔ Positional Maps
- ✔ Balance
- ✔ Body Positioning
- ✔ Possession Stats

Automatically Create Your Very Own Digital Football CV

- ✔ Intensity
- ✔ Improvement
- ✔ Speed
- ✔ Tenacity
- ✔ Agility
- ✔ Ability
- ✔ Goal Ratio
- ✔ Pass Accuracy
- ✔ Team Records
- ✔ Time Playing Football



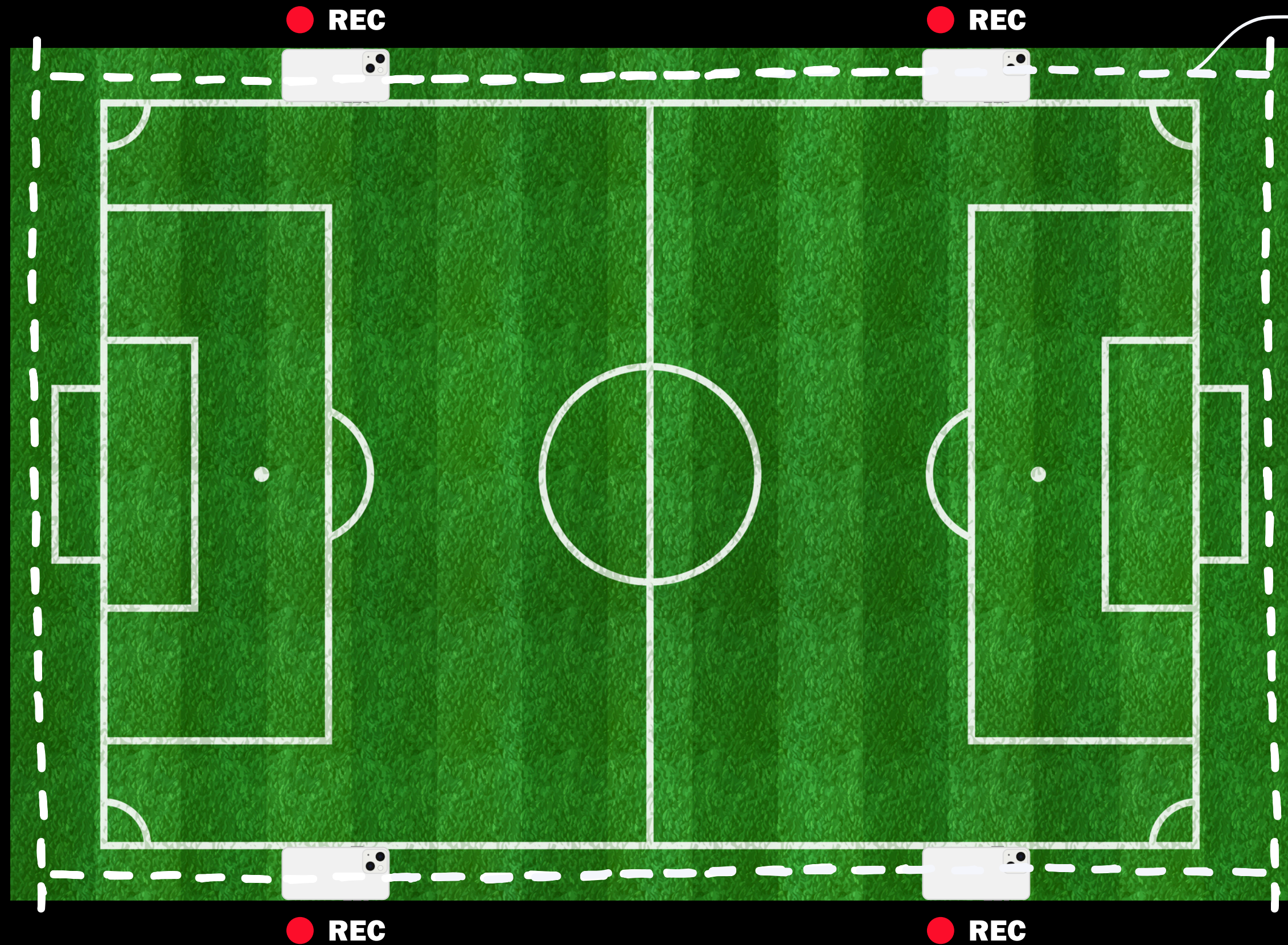
Professional Football Network - YOU PERFORM, WE DELIVER!

- ✔ Professional Clubs
- ✔ Scouts
- ✔ Football Agents
- ✔ Commercial Sports Agents
- ✔ Brands
- ✔ Football Centres
- ✔ Academies



Packages

Phone Set-Up Video Stitching Technology

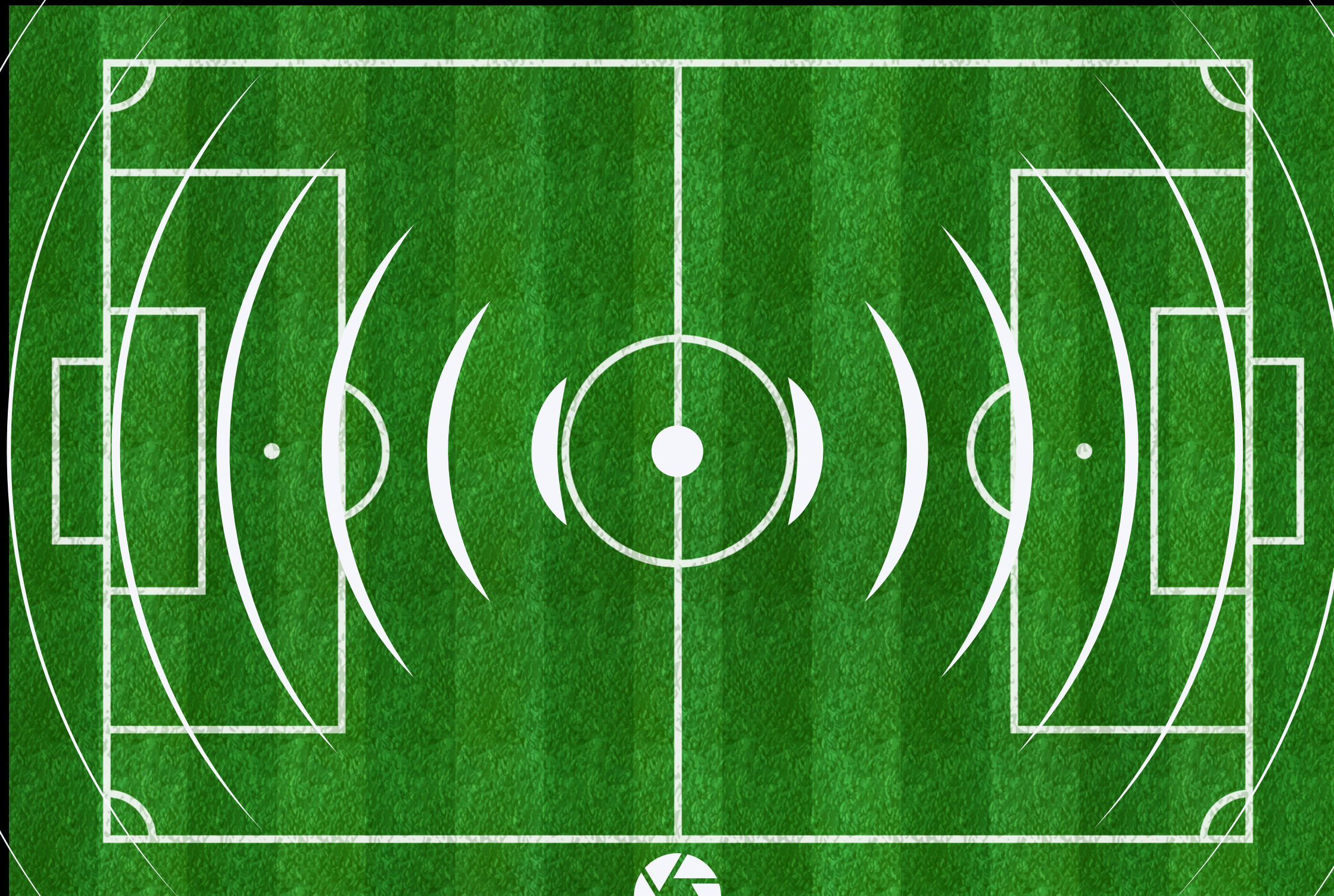


Existing Hardware Set-up

veo

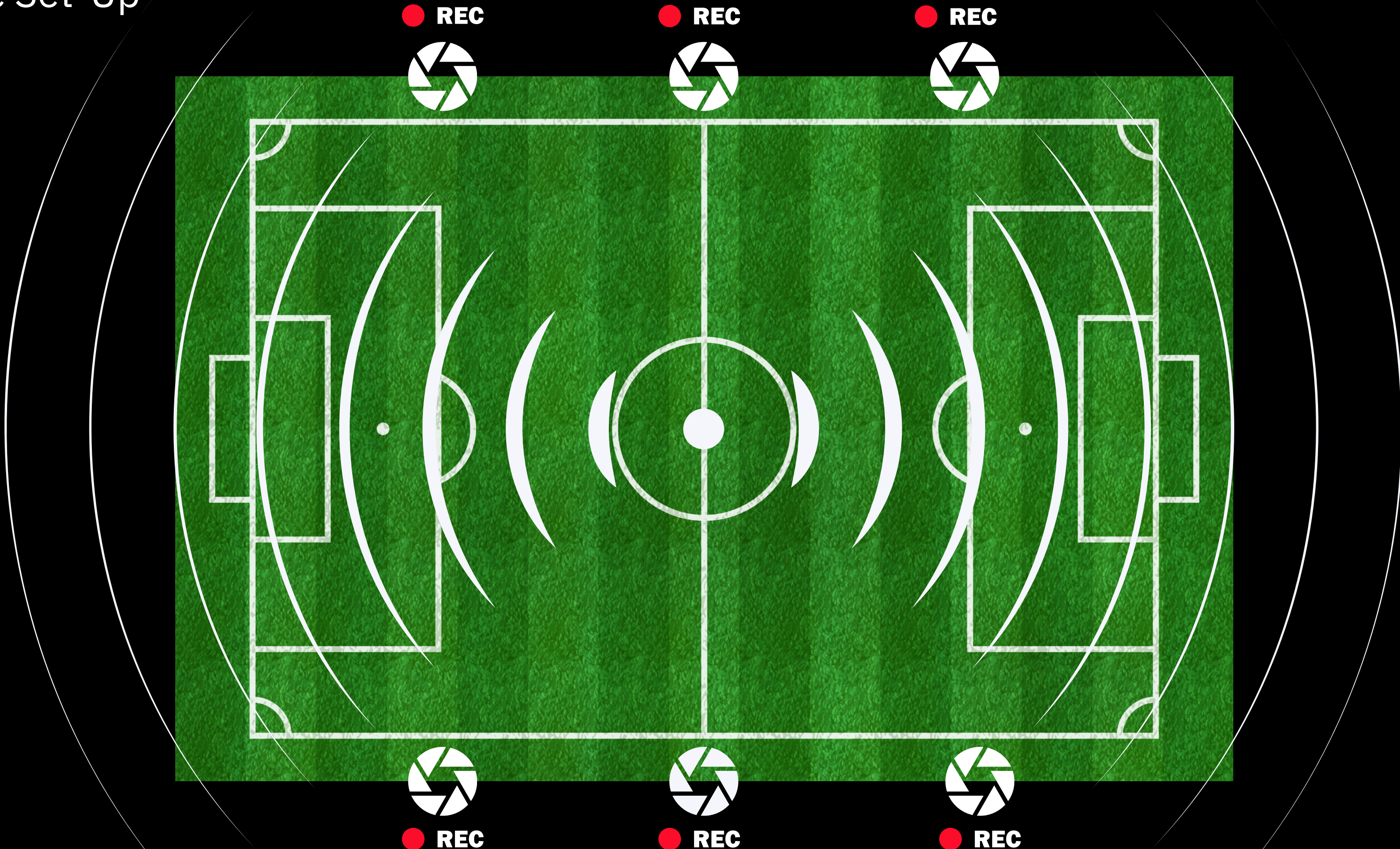
Pixellot
AUTOMATIC PRODUCTION

 **hudl**

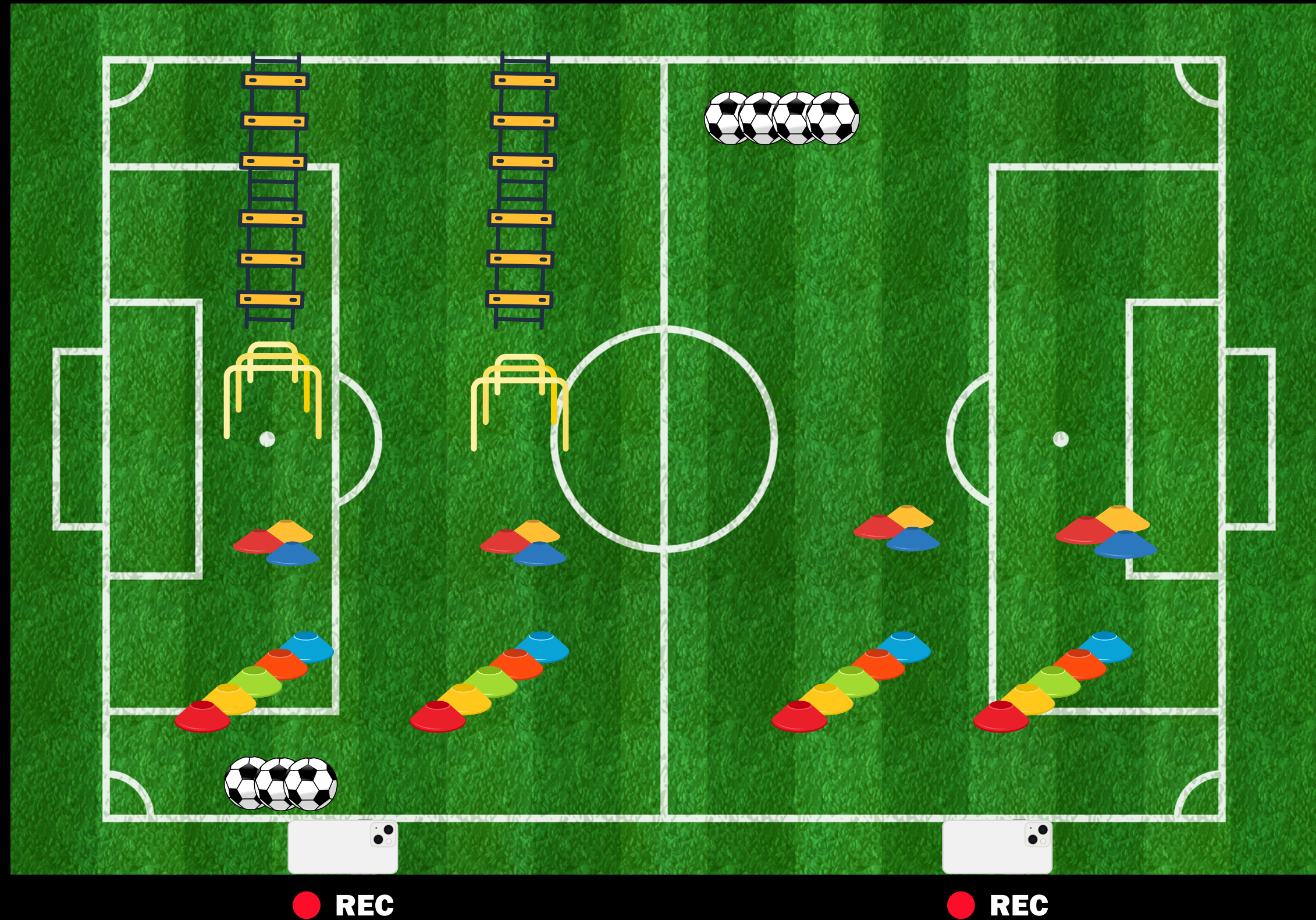


● REC

Club Static Set-Up



One Phone Training Mode



API -SDK level Developer embedding

Your App - Our Technology



API -SDK level Developer embedding benefits

- ✔ Insightful Player Data
- ✔ Comparable Data With Professional Academies
- ✔ New Era Technology
- ✔ Increased Traffic Through Your App
- ✔ New Revenue Streams for AI
- ✔ Increase in Advertiser Spend
- ✔ Ability to Really Show User Demographic and Spend
- ✔ Ability to Offer Targeted Advertising to individual User Groups

Technology Defensibility

- ✓ **Customized Computer Vision Models** detect players, referee and football even in low definition.
- ✓ **Improved Tracking algorithm** to associate players going in and out of frame with the same player ID, and detect them while in motion.
- ✓ **Custom Visual Answering Model and Clustering Algorithm** to detect player jersey colors and separate them out from the referee.
- ✓ **Custom Pass Detection and Tagging algorithm** to detect the pass distance, speed and individual players between which a pass has occurred.
- ✓ **Enhanced Map Keypoint detection and Homography** for creating a tactical minimap.
Improved distance analytics to create heatmaps for the players and distance travelled metrics.
- ✓ **Custom algorithms** to correct for both intrinsic and extrinsic camera distortions.

Technology Defensibility

- ✓ **Enhanced pose estimation** determine individual leg statistics for passes and shots.
Custom Video stitching algorithms to use viewpoints of multiple camera and persist with detecting the same player.
- ✓ **Super resolution algorithms** for blurry images for improving detection.
Custom algorithms to detect dribbles and take-ons.
- ✓ **Enhanced Depth Perception algorithms** to detect stereo parameters and distances along the third axis of the camera.

Accomplishments So Far

- AI Model Built
- App ready for launch
- API/ SDK layer open
- AWS Web Services Gold Partner
- Bournemouth Academy Pilot scheme - date pending
- BRS Pilot Scheme
- Discussions on Pilot with Frankfurt FC
- ESA Partnership - leading sports tech compnay (Man City, Barca, Real Madrid, Liverpool, AC Milan, Juventus, Inter Miami etc.
- Discussions with UEFA - Aleksander Ceferin (President) directly.

PLAYERCAM