

Digital + IoT in sports (as illustrated by football)



Optical tracking system is installed in stadiums during championships and cups to track players and the ball

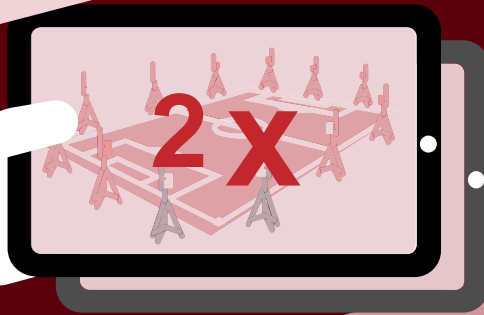


1000
MEASUREMENTS
PER SECOND

This is how much data are gathered by state-of-the-art devices in order to measure the player's speed, sprints, distance travelled, tactics and team play



The tracking system makes use of tags attached to the player uniform to collect accurate data



Two tablets for each team to display and analyse insights



Big Bang Referee smart watch

- Integration with the Goal-Line Technology
- Displaying information about the score, remaining time to play, substitutes, and cards
- Other smart watch features

