

Track160 and LIGEN Launch Strategic Partnership

To deliver a cost effective soccer video production with advanced analytics

Stuttgart & Tel-Aviv - June 3, 2020 – LIGEN & Track160, a DFL invested company, enter a strategic partnership. The agreement is incorporating LIGEN's industry-leading production and content services with Track160's cutting-edge, FIFA certified, automatic players and ball optical tracking. This cooperation will enable a broader range of teams and leagues to enjoy the most advanced technology based on deep learning and producing match insights, fitness and tactical data at an unprecedented accuracy using a simple portable setup.

With the need to adapt to the increasing requirements of comprehensive data acquisition in a wider range of leagues, Track160's portable and automatic solution completes LIGEN's pro-execution on the pitch. It's Optical Tracking System collects match data from a single viewpoint autonomously, and generates accurate, and reliable 3D positional data with a set of advanced analytics and predictive capabilities. Among these are insights such as the direction of the player's gaze, dangerous situations, and an automated event clip gallery of all the major game events. By uniting with top-quality video production and operations, teams and leagues will obtain a comprehensive solution covering all their match needs.

"LIGEN is a seasoned player in the sports field having a huge customers base, operational know-how, video production and events tagging capabilities. This partnership will enable many more teams to benefit from our joint video-data services embodying the latest players tracking and recognition methods using multi-joints skeletons extraction." - Amir Shani VP Products at Track160.

"We have been exchanging know-how with Track160 since 2018 and synergies were already evident then. So I am all the more pleased today that we have succeeded in establishing a partnership that bundles our expertise and enables clubs and associations to offer a comprehensive range of services." - Timo Luippold, CEO of DIE LIGEN.

As part of the collaboration, a wide range of solutions enabling the coaching staff to achieve results will be available: automatic scouting feeds, tactical and technical analysis, player tracking and fitness data. Among these, access to an automatic video clip gallery of the most important game events that can be shared with peers, and even a Covid-19 Shield tracking the 2m. range between players.

About LIGEN

As a professional service provider and content producer in football, LIGEN supports clubs, federations, and media in the fields of analytics and entertainment. LIGEN's in-depth market knowledge, spans over 10 years, along with extensive and trusting customer relationships, high expertise in operations, and a unique concept of contextual analysis. With an impressive record in video and data production, LIGEN covers more than 8,000 matches a year in 37 leagues in

5 countries. Thanks to their unique expertise, LIGEN enables their partners to see football in a whole new light – both on and off the pitch.

About Track160

Track160, a DFL invested company, is the first and only FIFA certified system that tracks all the players on the pitch and the ball in 3D from a single viewpoint.

The unique patented technology enables high accuracy and automatic operation by creating 3D pose capture from a proprietary skeleton comprised of 18 virtual body joints. The system is powered by the latest computer vision and deep learning technologies, delivering automated and accurate tactical analysis and insights on both teams and the ball. Advanced analytics and predictive capabilities provide teams and leagues the edge they need for their next win.

Track160 provides tracking services to elite clubs and federations as well as youth teams and academies and is FIFA EPTS certified for its high accuracy and fidelity.

For further inquiries, please contact:

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