



**A new way of playing
and watching football.**



WHEARE

- WHEARE is composed by a GPS receiver integrated in a shin-guard, a receiver on the edge of the field of play capable of collecting the data transmitted and a software for your laptop in which data are saved and displayed in REAL-TIME.
- The system has been developed with the purpose to be used in official matches.
- Recent amendments to the FIFA regulations, as specified by the circular SEC/ 2015-C049/bru, compiled in IFAB meeting of May 2015, have opened for the use of GPS technology in the field provided that it is not to endanger the play and data are not transmitted on field, while allowing to vision them at half time.



WHEARE

- Real-Time match strategy vision
- Team Management
- Tactics Control and Monitoring
- Football players performance profile
- An augmented-reality for Fan



• WHEARE



trasmissione



Parastinchi
interno GNSS.



Stazione
ricevente

trasmissione



PC
Utente

WHEARE



- ◎ Miniaturized: It is so small and thin it fits into a shin-guard, 10x smaller than competitors
- ◎ High Precision: 40 cm error in position (competitors up to 5 meters)
- ◎ Real-Time: Live stream of events and data.
- ◎ All these features in the same device (Patent Pending).

VALUE PROPOSITION

1. **Sport trainers:** internally to the Technical Staff of a football team, the athletic trainer is the only user of GPS technology, which currently requires a lot of processes before having the results of a training. WHEARE streams all the data in real time, cutting processing time to 0; moreover WHEARE can be used in official matches providing the Athletic Trainer with much more data, in many different Environments.
2. **Match analyst:** use the video analysis technology, which requires a lot of infrastructures. WHEARE is a new way to monitoring and measure tactics parameters, with the possibility of being integrated with video images, using a common grand



WHEARE IS CAPABLE OF SHOWING THE FOLLOWING STATISTICS IN REAL TIME:

- Speed
- Km walked
- Speed Treshold
- Heat Map
- Tactical Position of the team (fully customizable)
- Area covered by the team
- Center of Balance
- Distance between two or more players
- Path of the position
- Record and replay
- .Csv export



Users, Stakeholders and Contracts

- Top-class Soccer Teams (coaches, athletic trainers, tactics): Reading FC, MSK Zilina (Both Signed a one year lease contract).
- National Federation: Italy Female Team
- Soccer Federations: Italian Serie B



User Experience:

The Female National Team

- The National Female Team used the system in the 2014 «Cyprus Cup».
- The System have been used in two official matches.



Under Testing

We are currently testing and validating the following features:

- © GPS in both of the shin-guards
- © Fully integration and synchronization with the video camera
- © New Software with a post processing analytics section and more features



WHY WHEARE

- WHEARE is the only system integrated in shin-guard, making it the only device that can be used easily and without any risk for the players in official matches, thus fully complying with the IFAB amendment of May.
- WHEARE is the only system with a full real-time feature, capable of providing already processed and complete data of the performance at the half time, ready to be analyzed by the athletic trainer and the tactical manager.
- WHEARE is an hybrid system, that provides tactical and athletic insights in the same system, supporting the integration of videos.





THANKS!

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