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## **CATAPULT AND XOS PARTNER TO HELP NFL'S JAGUARS**

Two of the world's innovators in athlete analytics, Catapult Group International Limited (Catapult) and XOS Digital Inc, have formally announced a new North American partnership. The strategic tie-up delivers elite teams the next generation in analytics for performance improvement and injury reduction.

Under the partnership, Catapult will integrate a variety of advanced analytical player performance data into the XOS Thunder Radar platform alongside game and practice video. Jacksonville Jaguars NFL team was revealed as the first team to benefit from the new initiative.

Catapult is the clear world leader in wearable analytics for elite sport. Founded in 2006 and now an ASX-listed public company (CAT), Catapult provides teams with a unique training and game-day solution delivered via its cloud analytics platform, OpenField.

XOS Digital Inc. is the leading provider of digital coaching technology for sports organizations and delivers the latest in coaching technology innovation, XOS Thunder Radar.

Catapult is used by over 500 teams globally, and this partnership means Catapult clients who also use XOS can now synchronize their player performance data with XOS Thunder HD, the coaching video and analytics platform used by more than 400 professional and collegiate teams. Both Catapult and XOS work extensively with NFL teams and college programs. XOS is also well-represented in the NHL, which is also a growing market for Catapult.

Using Thunder Radar, coaches are now able to visualize player's paths instantaneously, allowing for immediate feedback and correction. The intuitive interface also allows positional information to be repurposed into play drawings; automating the tedious process of drawing plays.

Tony Khan, Senior VP for Football Technology & Analytics at the Jacksonville Jaguars, believes this partnership will take football performance analysis to a new level. He commented as follows:

"The Jaguars are committed to the very highest standard of technology, which is why we've had a trusted partnership with XOS Digital for more than 15 years and rely heavily on our Catapult system to optimize player performance," Khan said.

[www.catapultsports.com](http://www.catapultsports.com)

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“The integration of these two platforms gives coaches and players the quickest access to the most relevant player performance data combined with video, and we’re able to unlock new and powerful insights that will help maximize team performance. The entirety of this offering made investing in XOS Thunder Radar an easy decision.” Khan went on to say.

Jacksonville were amongst the earliest US adopters of Catapult’s solutions, outfitting their entire team with the most advanced wearable technology in sport for the past three seasons. The athlete tracking devices are worn in every practice to help take the guesswork out of athlete performance management, providing scientific insights in to risk of injury, readiness for competition, and return to play following injury.

XOS Digital President and CEO, Matt Bairos, believes a partnership with Catapult is the logical next step for the new platform.

“Athlete tracking systems are becoming one of the fastest growing trends in all sports, and Catapult has been the global leader for many years” Bairos said. “XOS Thunder Radar allows organizations to maximize their investment in these systems by allowing coaches to interpret and visualize biometric tracking data alongside video.”

Brian Kopp, President of North America for Catapult, sees the enhanced potential of the performance information provided by Catapult with this new partnership.

“It was mutually beneficial to work with XOS to create this new workflow for the Jaguars,” Kopp said. “Introducing our data into another platform used directly by coaches will make Catapult’s system even more valuable. We look forward to bringing this integrated solution to mutual clients, and teams that are looking for the next level in performance analysis.”

**ENDS**



#### About XOS Digital, Incorporated:

Founded in 1999, XOS Digital provides more than 400 sports organizations at all levels a competitive advantage by unlocking insight and value from their digital media assets. XOS offers software, analytics and services that enable our partners to preserve and monetize their digital media assets and our coaches to better scout, recruit, teach and win. The ever-expanding portfolio of products and services including the XOS Thunder™ HD Coaching Platform, XOS ThunderCloud Suite, XOS Digital Licensing Portal™ and XOS Vault™ digital asset management system reflect the XOS Digital commitment to continuing innovation. For more information, visit [www.xosdigital.com](http://www.xosdigital.com).

#### About Catapult:

Catapult is a leading global sports analytics company that provides elite sporting organisations and athletes with detailed, real time data and analytics to monitor and measure athlete:

- Fitness and skill levels
- Response to specific training techniques
- Tactical performance
- Risk of injury, safety and to assist with rehabilitation.

Since its formation in 2006, Catapult has been at the forefront of pioneering new technology combining “wearable” hardware and sophisticated analytical software. This has revolutionised the way the performance of professional and elite athletes is monitored and analysed.

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