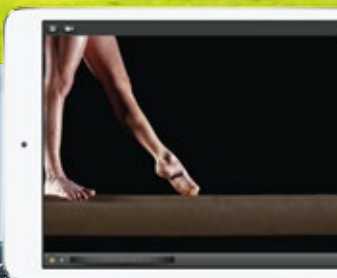
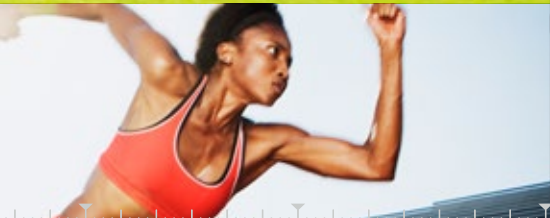


DARTFISH TECHNOLOGIES
– FIELDS OF APPLICATION



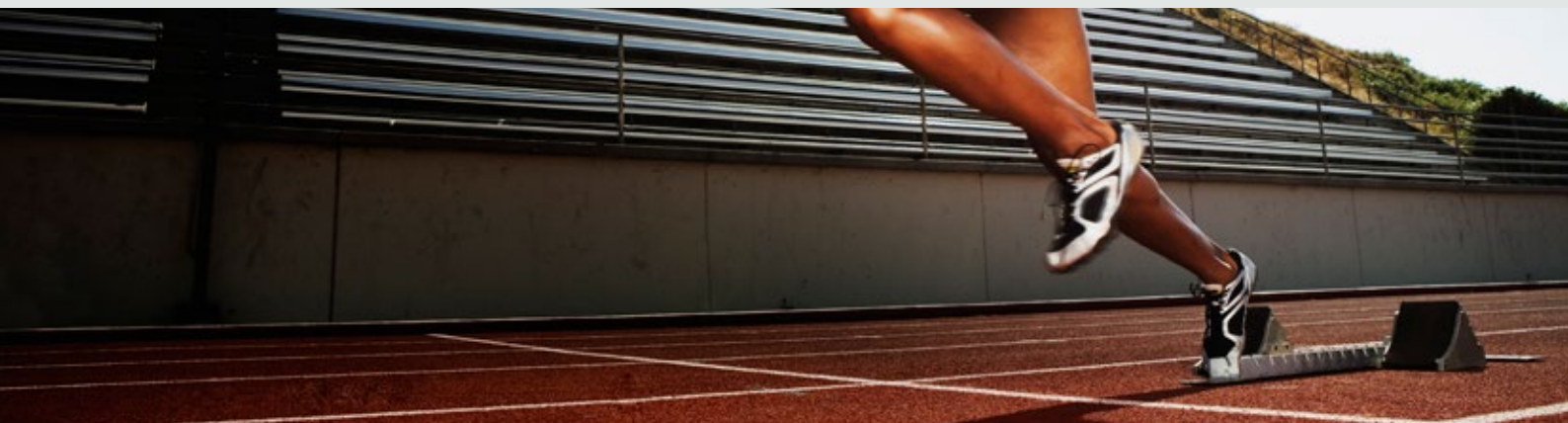


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I. INTRODUCTION

Dartfish looks at the total digital video ecosystem for Sports organisations. We provide a full online platform solution, professional software suites, training and different apps to answer some specific or more global needs.

Many solutions exist that are isolated and answer one process at a time. However, if you want to build on a solid foundation that is scalable and can grow with your business or needs, we believe Dartfish is what you need for your **regional, national or international sports organisation.**

2. DARTFISH.TV

FIELDS OF APPLICATION

The fields of applications covered by **dartfish.tv** are various and include:

- Competitions archives
- Talent identification and athlete screening
- Coach education
- Referee education
- Performance analysis
- Service to Members / Additional benefit for membership strategy
- VOD, online access for media, press, fans & athletes etc.

FUNCTIONALITIES

Some of the unique features and functionalities of our **dartfish.tv** private video platform include:

- Upload and share enriched* video content
- Organise content
- Manage video keywords
- Manage markers (tags) keywords
- Set up libraries
- Navigate via menus easily
- Powerful searching options
- Manage members (users)
- Access control (similar to Dropbox)
- Sharing options : comments, download, upload, edit
- Online video editing (tags)
- Security

* enriched video = video and data, different type of video analysis produced in Dartfish software, tagged videos, selection of tags grouped together, mediabook (video with markers / key position, drawings, comments), storyboard (video edited from multiple videos)



VIDEO PRODUCTION TOOLS

Video footage and analysis can be uploaded from the Dartfish software 7.0 (PC based Video production software), from Dartfish Express app (iOS, iPad and iPhone versions) or from Dartfish free Player. (PC based software).

All video and analysis are uploaded in Mpeg4 / H264 HD format to be accessed on all PC, laptops and mobile devices available on the market.

ACCESS

Dartfish.tv channels are accessible through a web browser (PC or mobile web browser), through embedded content (player or playlists) on customers' websites or through a customised mobile app developed by Dartfish.

MEMBERS' MANAGEMENT TOOL

The members' management tool allows you to sort and group your individual members on your channel, and gives out the possibility to:

- Provide members different type of access to specific videos (same sharing system as Dropbox)
- Provide members different rights: view only, download, edit (comments, marker), upload
- Track their activities
- Collaborate and communicate: emailing, automatic notification (i.e. when new videos uploaded)

MOBILE APP (IOS AND ANDROID)

Dartfish has now developed a couple of Branded Mobile app for iOS (iPhone and iPad version) or Android devices for different customers. We strongly believe and we have figures showing that video content is definitively better promoted and consumed through mobile apps. The successful of many video based projects relying on the way the video content is distribute and accessed and the Mobile app is certainly a key element of many successful projects.

Some of our recent customers' projects:

[EJU](#) | [WTF](#) | [USTA](#)

[FFT / CFE](#) (*Fédération Française de Tennis, Centre de Formation des Enseignants*)

[FFRS](#) (*Fédération française de Roller Sports*)

Please follow the links provided above to access to the iOS app for iPhone or iPad and enjoy browsing their content.

Please note that the FFT/CFE and the USTA have mainly private content distributed to their coaches, athletes and staff.

This content can only be accessed via a login provided by the Organisation. All these apps are also available on Android.

“ THIS MAKES DARTFISH.TV THE TRUSTED CHOICE OF MORE THAN 150 NATIONAL FEDERATIONS (NGBS) OR INTERNATIONAL FEDERATION (IFS) AROUND THE WORLD. ”

Victor Bergonzoli, Dartfish CEO

SOME OTHER APP DEVELOPED BY DARTFISH



TESTIMONIALS

To access our extensive list of current customers to understand how NGBs or IFs are using dartfish.tv, please click the link. Selecting each logo will give a brief overview of their individual use of dartfish.tv and a link to their designated TV channel.

www.dartfish.tv/customers.aspx

3. COMPETITION TV CHANNELS *(for coaches, staff, athletes, members, fans and more)*

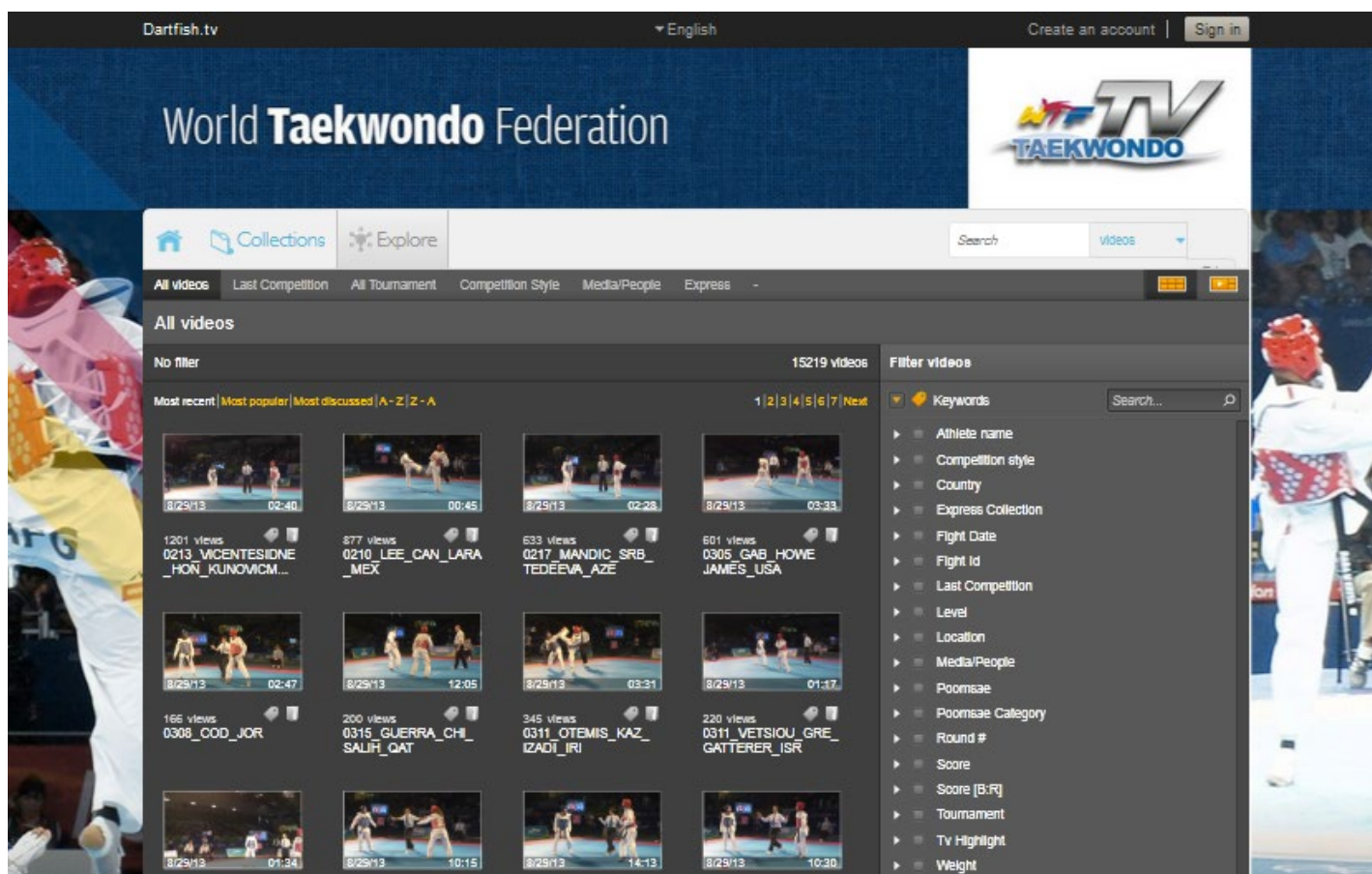
FUNCTIONALITIES

TV channels can be used to **archive** and **organise** competition footage. This is an **online library** that can then be shared publicly or privately (VOD, pay-per-view or free) with coaches, athletes, members, fans, etc.

The following examples with figures will give you some idea of the scalability of the dartfish.tv solution :

- **WTF:** all international competitions, 14'000 clips available online, public, revenue from NFs to get access to selected footage and from sponsors for visibility
www.dartfish.tv/WTF
- **FILA:** all international competitions, 8'000 clips available online, public, started in march 2011
www.dartfish.tv/FILA

- **EJU:** all major competitions, 29'000 clips online, public and private content for NFs or IFs (referees, coaches, selected members, etc.), revenue from NFs for download or access through Mobile app, and from sponsors
www.dartfish.tv/EJU
- **USTA:** educational content, 4'000 clips online, public and private access for USTA coaches, additional revenue from coaches through Coach Education programs
www.dartfish.tv/USTA
- **British Judo:** all national competitions, 4500 videos, public and private access for any British Judo member, coach, family and fan
www.judotv.net



World Taekwondo Federation (WTF) competition channel

British Judo also use a dedicated URL name – www.judotv.net – to redirect their coaches, athletes, staff and fan base to their dartfish.tv database platform. Other Organisations using dartfish.tv to provide a competition database include British Gymnastics, British Cycling, World Taekwondo Federation, FILA Wrestling, European Judo Union and Mondial Ping.

4. TALENT IDENTIFICATION, ATHLETE SCREENING / SCOUTING AND PLAYER DEVELOPMENT

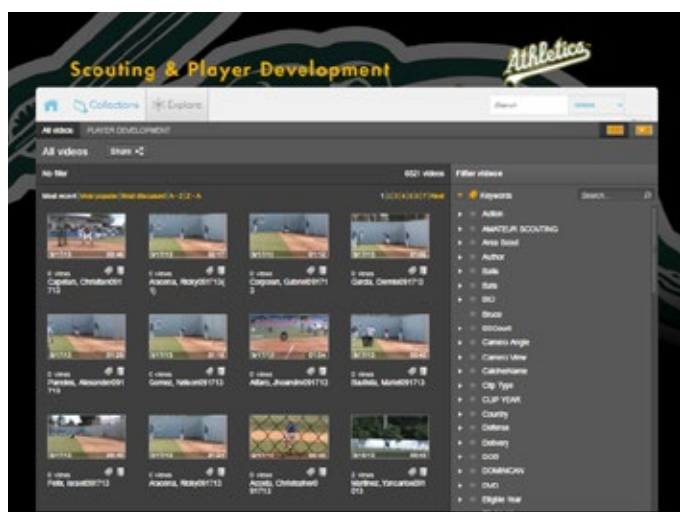


Dartfish.tv channels can be used to collect footage, analysis and objective data about elite or junior athletes and **follow up their progress over time, or identify the best athletes.**

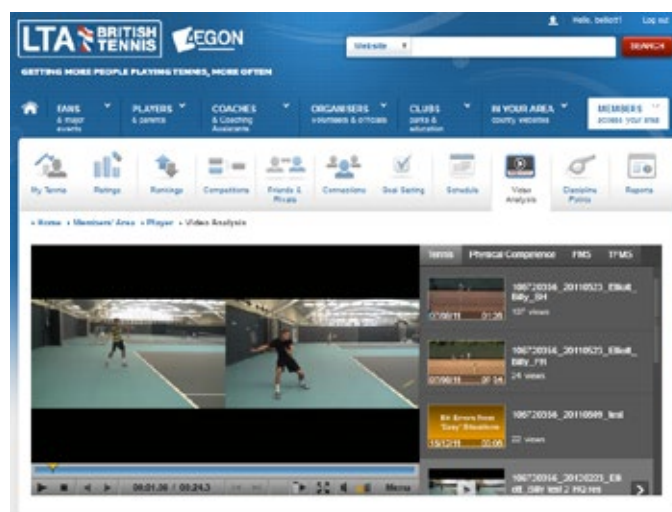
United States Tennis Association, Lawn Tennis Association and Major League Baseball are just some of the key examples working with dartfish.tv to explore this area of video analysis, and video content database and distribution. The MLB in the US and MLB Europe use it for a process of collecting footage from their different academies around the world and giving access to managers, staff and agents especially for identification and drafting.

Professional Clubs are also using the platform to build a central database for scouting and player development to provide evidence based information to coaches, and this is being used extensively by the LTA on a TV channel with currently 8000 clips and more than 3 years of video analysis of their TOP athletes in the UK.

The content is collected at the national tennis center and uploaded on the LTA TV video platform. The athletes, coaches and staff can access the footage through the LTA online portal dedicated for them. The players and staff log in the portal the same way they access their results, agenda and training plan, and access to the videos hosted on **dartfish.tv** directly on that portal via an embedded player.



Professional Club (Oakland Athletics) using a TV channel for scouting



Embedded player to access Dartfish video database via a third party portal (LTA)

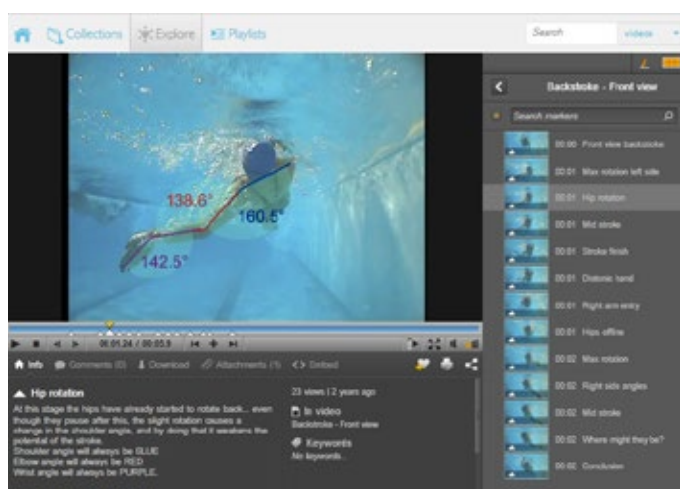
5. COACHES EDUCATION / REFEREE EDUCATION / ATHLETE DEVELOPMENT

TV channels can be used to organise an online video library of techniques or any educational contents or resources. This could be then shared privately or publicly with coaches. Coaches can also participate by uploading their own footage to be reviewed by colleagues in the view of sharing knowledge and compare technics and methodology.

USTA, LTA, UEFA, FIFA, WTF, FILA, FIH, PSA, USSA, USA Volleyball, British Swimming, French Handball Federation, French Gymnastics Federation, French Badminton Federation, French Table, French Shooting Federation, French Tennis Federation are a couple of examples.



USAA Coach education platform on dartfish.tv



Mediabook created in Dartfish software and published on dartfish.tv (British Swimming – Backstroke technique)

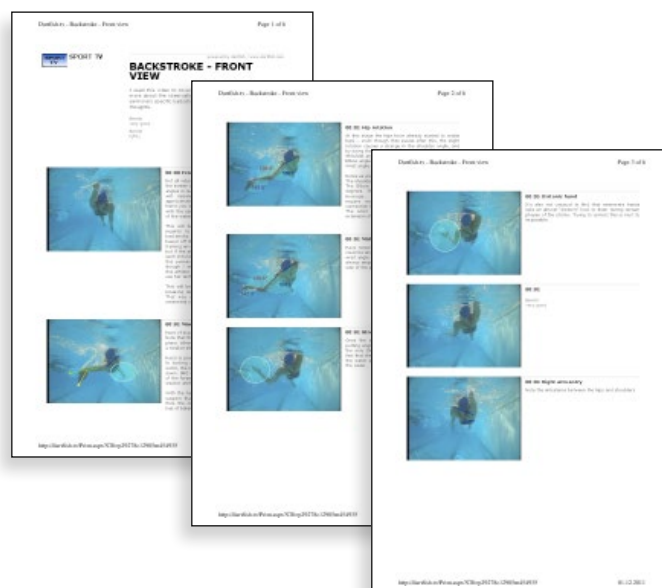
THE MEDIABOOK

The **mediabook** is a unique and powerful tool to edit and create educational video content. This mediabook functionality is available on the Dartfish Software but also in a simple version on Dartfish Express mobile app available for iOS. It is particularly used to break down movements or techniques and identify key positions. The **key positions** are markers added on the video that add content including drawings, comments or audio commentary.

The mediabooks created with Dartfish can then be uploaded and organised on a dartfish.tv channel. Once on dartfish.tv it also offers the opportunity to be printed in a **booklet format**.

TV channels are used for Referee education and have been proved to provide the following benefits to the organisations :

- **Train** referees during courses using Dartfish Video analysis
- Assess the referees and provide **video reports** online
- Distribute educational content to referees
- Provide an online video library for the rules of the sport



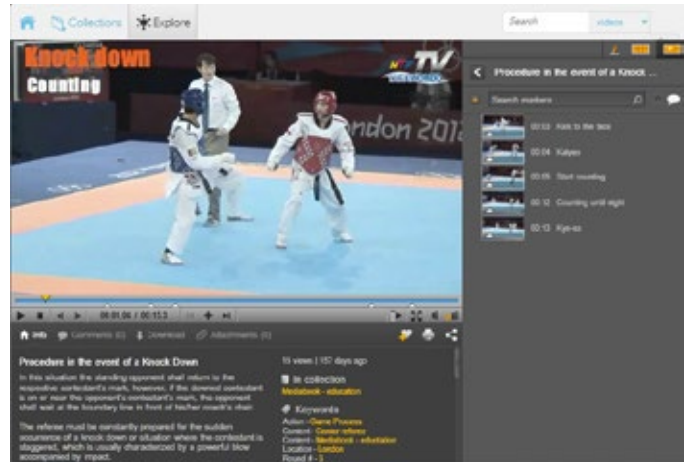
Print version of a Mediabook created in Dartfish software and published on Dartfish TV (British Swimming – Backstroke technic)

DARTFISH.TV EDUCATION EXAMPLES

• **WTF EDUCATION – REFEREE EDUCATION PLATFORM**
 The WTF has developed a video based resource platform of the rules for referees on a dartfish.tv channel.

All the rules were previously compiled in a book. These rules have now been illustrated and put into video format (mediabook) breaking down the movement and explaining each critical point for refereeing. The online video platform now contains all rules and other education material, 1880 videos in total. The videos are organised into **thematic libraries**.

The referees can access the database online to review each rule individually and to print a hard copy in the form of a booklet.



Embedded player to access Dartfish video database via a third party portal (LTA)



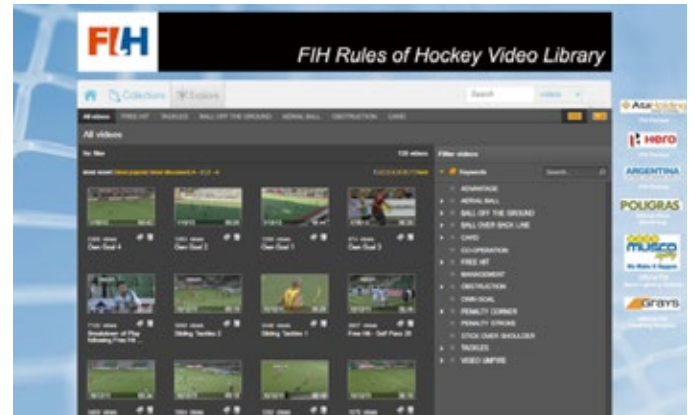
Print version of a Mediabook created in Dartfish software and published on dartfish.tv (WTF referee education – Procedure in the event of a knock down)

• **FIH RULES OF HOCKEY**

The International Federation of Hockey (FIH) is using a **dartfish.tv channel** to publish an online video library of the rules of hockey for their athlete, coach and referee communities.



FIH Website – with link to FIH Rules of Hockey video library on dartfish.tv



FIH dartfish.tv channel – library of rules of Hockey

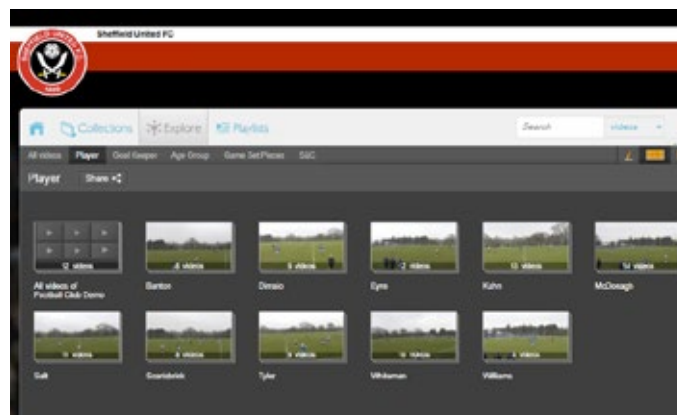


FEBRUARY 17, 2014

6. PERFORMANCE ANALYSIS

Dartfish.tv channels can be used to **highlight and share key aspects** of team or individual performances derived from your notational or biomechanical **performance data**. Using the Dartfish Express app or computer software, important performance indicators can be seen by athletes or coaches on a **centralised online platform** to identify positive areas of performance or areas of performance that can be improved. Uploading full-game performances or specific highlight videos to dartfish.tv allows you to share **visual information**, provide **objective feedback** and focus on the important areas of your sport that will **help you to develop**.

• EXAMPLE OF TAGGED GAMES VIDEO PLATFORM FOR PERFORMANCE ANALYSIS IN TEAM SPORT



Football, Rugby or Hockey clubs are using **dartfish.tv** to upload and store their entire season match analysis. The games are uploaded including the tagging that can come from Dartfish Tagging software or different tagging software and data providers (sporstcode, opta, prozone, etc). It enables the analysts to share home games or opposition analysis online with the coaches and players. It also gives you the opportunity to create individual playlists or to prepare navigation menus for the players to allow them to browse their individual actions.

In summary the benefits for the clubs are:

- Access to the entire season’s match database
- Filter and select the sequences/tags you want to view
- Play the tags in a playlist mode
- Archive and organise all of a player’s video and analysis sequences for analysis, scouting, etc.
- Give private access to players, staff, parents, managers
- Give download rights for offline viewing

“DARTFISH IS THE PERFECT TOOL ALLOWING US TO PREPARE OUR GAME ANALYSIS AND PRESENT THEM TO THE PLAYERS. IT ALSO GIVES US THE POSSIBILITY TO REPORT STRENGTHS AND WEAKNESSES INDIVIDUALLY TO THE PLAYERS FOR FURTHER DEVELOPMENT. DARTFISH SUPPORT TEAM IS A GREAT HELP AND ALWAYS AVAILABLE.”

Markus Hoffmann – Co-Trainer FC Basel

• EXAMPLE OF PERFORMANCE ANALYSIS VIDEO PLATFORM: MICHAEL JOHNSON PERFORMANCE INSTITUTE

“MJP uses dartfish.tv to store a **library of demonstration videos** showing all of the MJP exercises. Using this technology, MJP is able to put together any group of exercises in a scripted training session or periodised training plan and send that to the athlete. This content is password-protected, and only **authorised users** may access this info. The athlete is also able to take video of themselves and upload it directly to MJP, allowing coaches to **monitor improvement** and **provide assessment**.”



www.michaeljohnsonperformance.com

• **ADVANCE PERFORMANCE ANALYSIS – EXTERNAL DATA INTEGRATION** (*Speed, Pressure, HR, GPS data, etc...*)

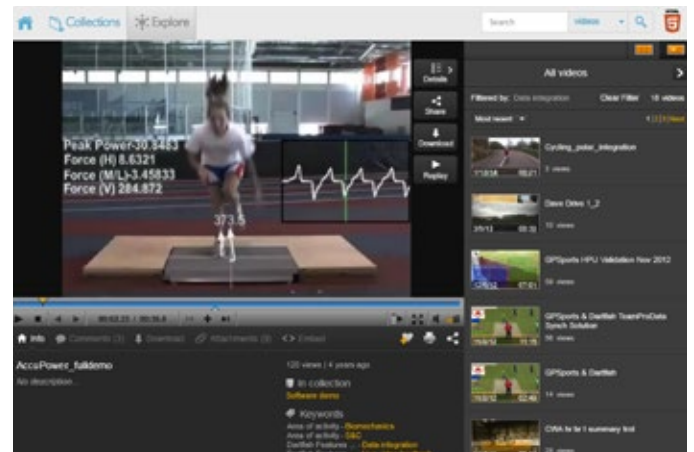
Dartfish PC based software Dartfish Teampro Data 7.0 includes a CSV reader that enables external hardware to link critical performance data to the video and overlay the data graphically onto the video. Athletic performance data including heart rate, speed, acceleration or velocity, tracking lines, SimulCam™ ghost imaging and force plate measurements can be seen visually, in sync with video. You can clearly visually represent what an athlete is doing across key performance related aspects during both training or competition.

These are some examples of advanced data integration used in the performance analysis field :

GPS & Accelerometer Force Impact



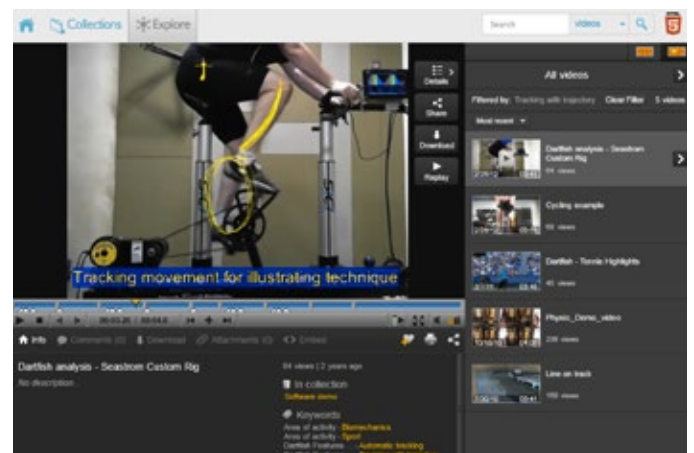
Force Plate



GPS – Cricket



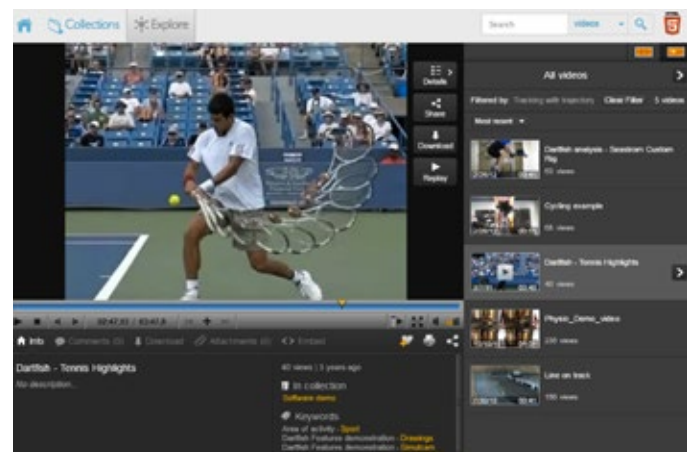
Automatic Tracking



GPS – Football: Respiration & Vertical Acceleration



Stromotion™



7. SERVICE TO MEMBERS / ADDITIONAL BENEFIT FOR MEMBERSHIP OR LICENSING STRATEGY

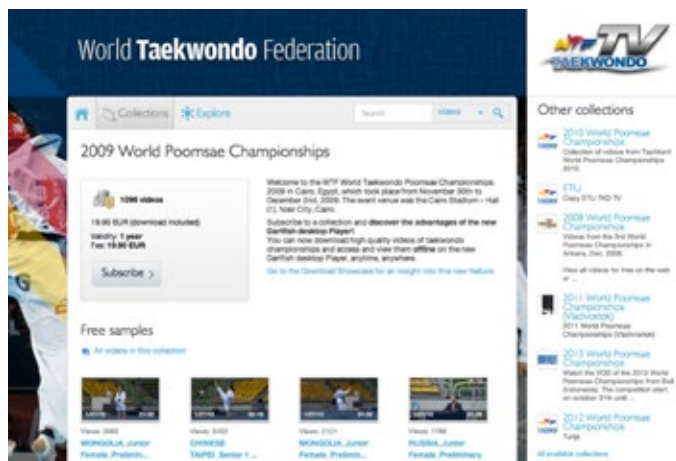
Dartfish.tv is used as a platform to share and distribute videos related to Talent ID, Athlete Screening, S&C, Performance Analysis or Coach/Referee Education that are accessed by athletes, coaches or sports supporters.

However dartfish.tv can be also be utilised to **add additional value** to a membership or subscription to your team, National Governing Body or International Federation. Additionally, you can benefit from offering **valuable content** for a **supplementary cost**.

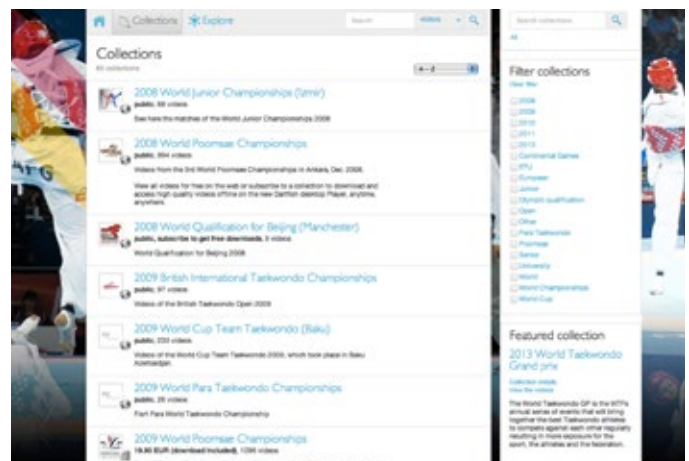
For example, you can include **free or paid content** of tournament **highlights** from major competitions, key performance **tutorials**, development and talent videos, regional or national squad **training camps** or videos with technical and tactical guidance.

Once you have decided to distribute your content for free or at a cost, you can upload videos to your **specific collections** to be shared and viewed by the general public or paid subscribers. **Share your collections** with your followers, or distribute your content to a phone or tablet via a **personalised app**.

WTF Paid Collection



WTF Free & Paid Collections



WTF Personalised App

