

Technology **Business** Development

# TENNIS INNOVATION WEEK

## TOP 10 INSIGHTS / SOLUTIONS FOR A BETTER TENNIS WORLD

Jolyn de Boer  
Founder, Racquet Sports Alliance

BRINGING **INNOVATION** TO TENNIS

# TOP 10 INSIGHTS / SOLUTIONS *FOR BETTER TENNIS WORLD*

1. THE SILVER LINING
2. THE PERFECT BACKHAND
3. LIVE FOREVER
4. PLANET EARTH
5. TOUCHPOINTS TO CONSUMERS
6. STOP THE LEAK
7. ONE SIZE FITS ALL
8. ANALYTICS – APPS EVERYWHERE
9. THE METAVERSE
10. NEW WORLD, SAME HUMANS

Top 10 Insights/Solutions - #1



# The Silver Lining

## *The Great Reset*



BRINGING **INNOVATION** TO TENNIS



- In 2020, the overall number of sports and fitness participants increased, gaining 8.1 million Americans compared to 2019.

*The participation rate of 75.6 percent was the highest across the past six years.*

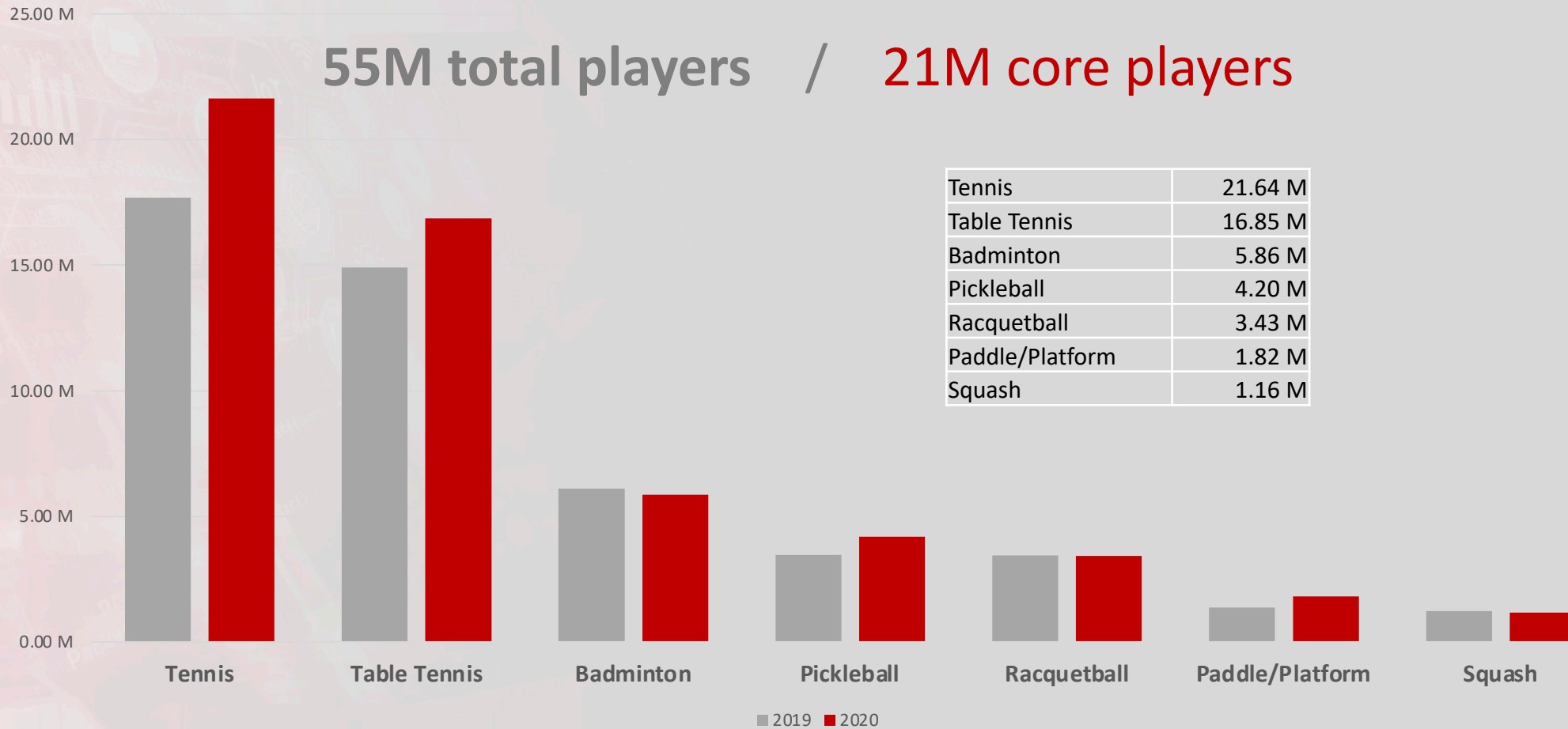
- The COVID-19 pandemic influenced Americans to look to alternative ways to spend their time. Over **a third of active Americans** participated in high calorie activities, such as bicycling, **tennis**, and trail running.
- **Outdoor activities and racquet sports had the biggest pandemic increases**

On the negative side, the pandemic affected fitness club activities and team sports the most, reflecting category-wide declines though some activities within those categories did excel.

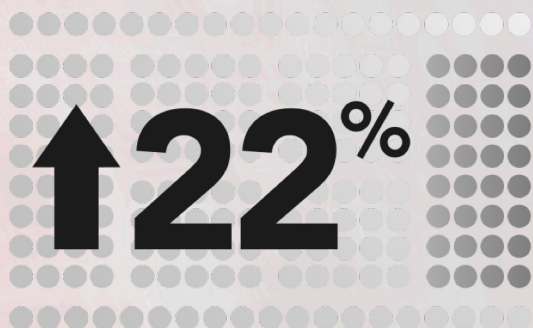


# RACQUET SPORTS TOTAL PARTICIPATION

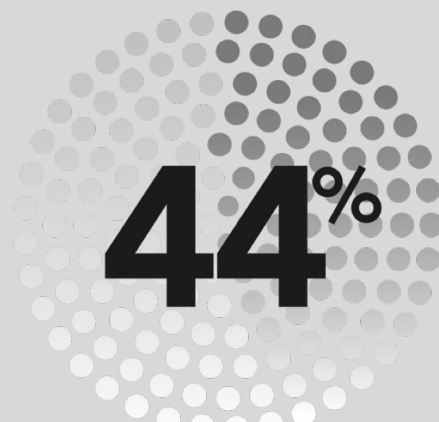
55M total players / 21M core players



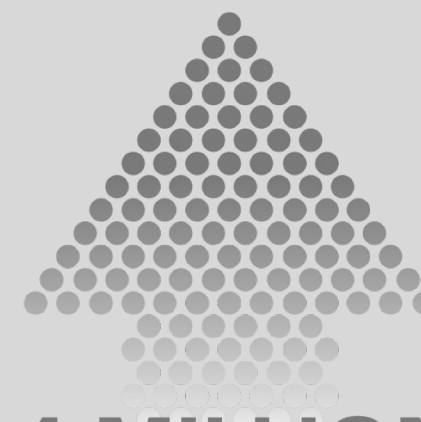
# TENNIS PARTICIPATION GROWTH IN 2020



**TENNIS  
PARTICIPATION**  
INCREASED 22% IN 2020



**NEAR 3 MILLION  
NEW PLAYERS PICKED UP  
A RACQUET IN 2020  
AN INCREASE OF 44%  
OVER NEW PLAYERS IN 2019**



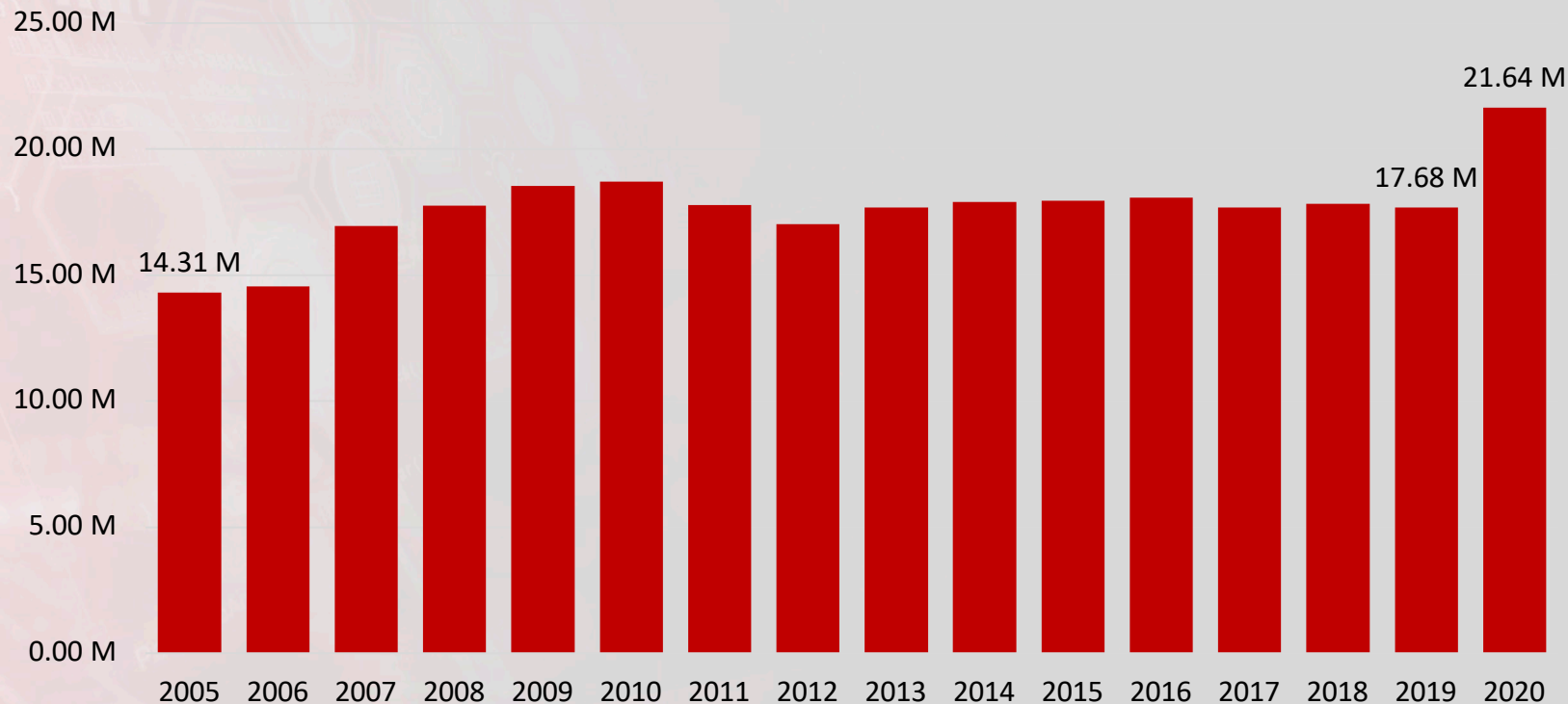
**MORE PEOPLE  
PLAYED TENNIS  
IN 2020 THAN IN 2019**

Source: 2020 Physical Activity Council's Participation (PAC) Report.

# Nearly 4 million more Americans played tennis at least once in 2020



Total U.S. Tennis Players - Age 6+  
Playing 1+ times per year

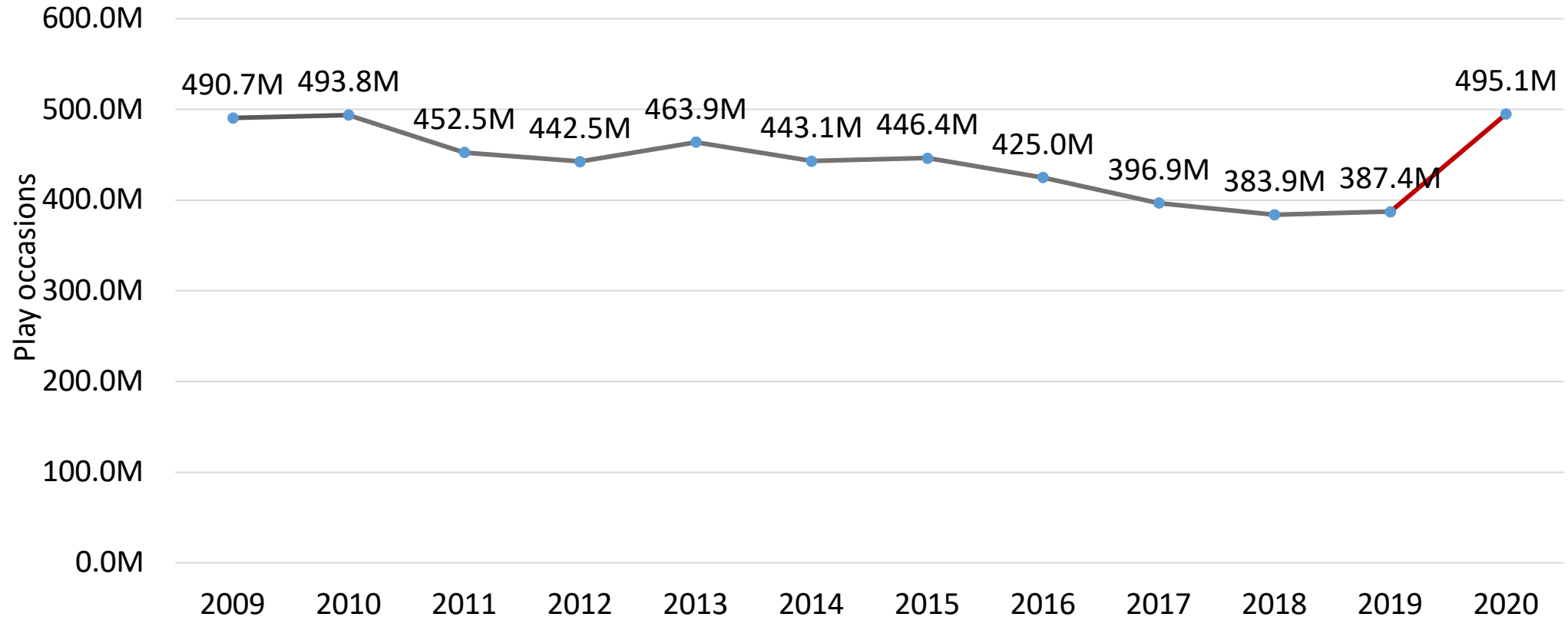


- After several years of flat participation, total tennis players increased **22%** to 21.64 million players

# Total Play Occasions Increased by 27.8% to 495.10 million



## Total U.S. Tennis Play Occasions 2009-2020 (PAC Study)



BRINGING INNOVATION TO TENNIS

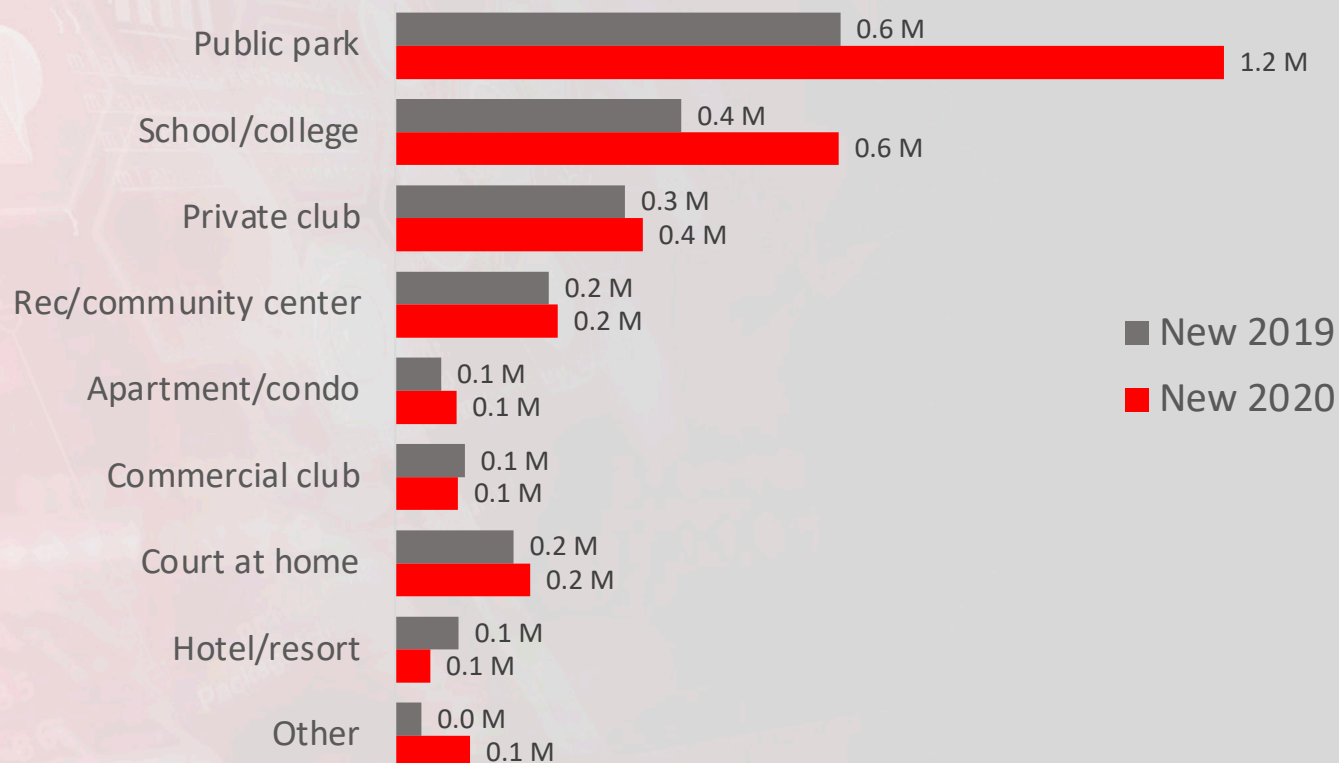




# Where are the new players playing?

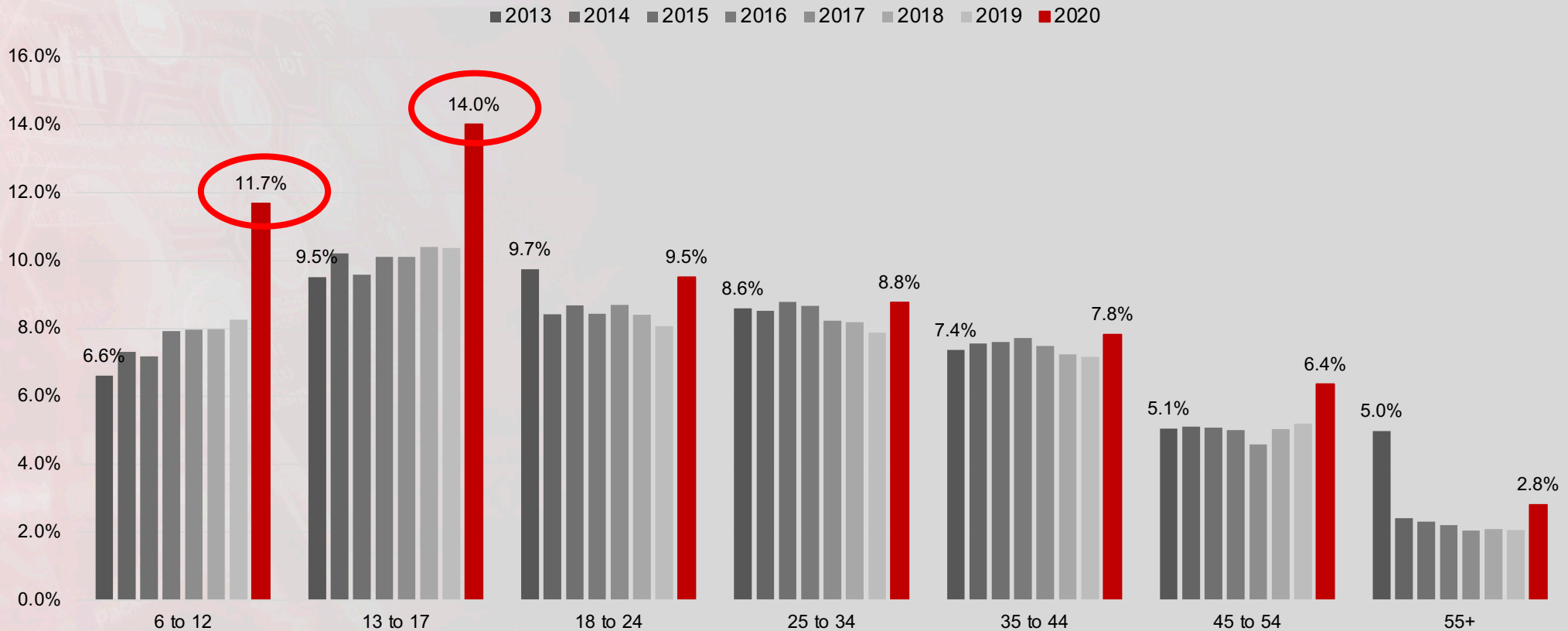


New Tennis Players (Millions) – Play Venue



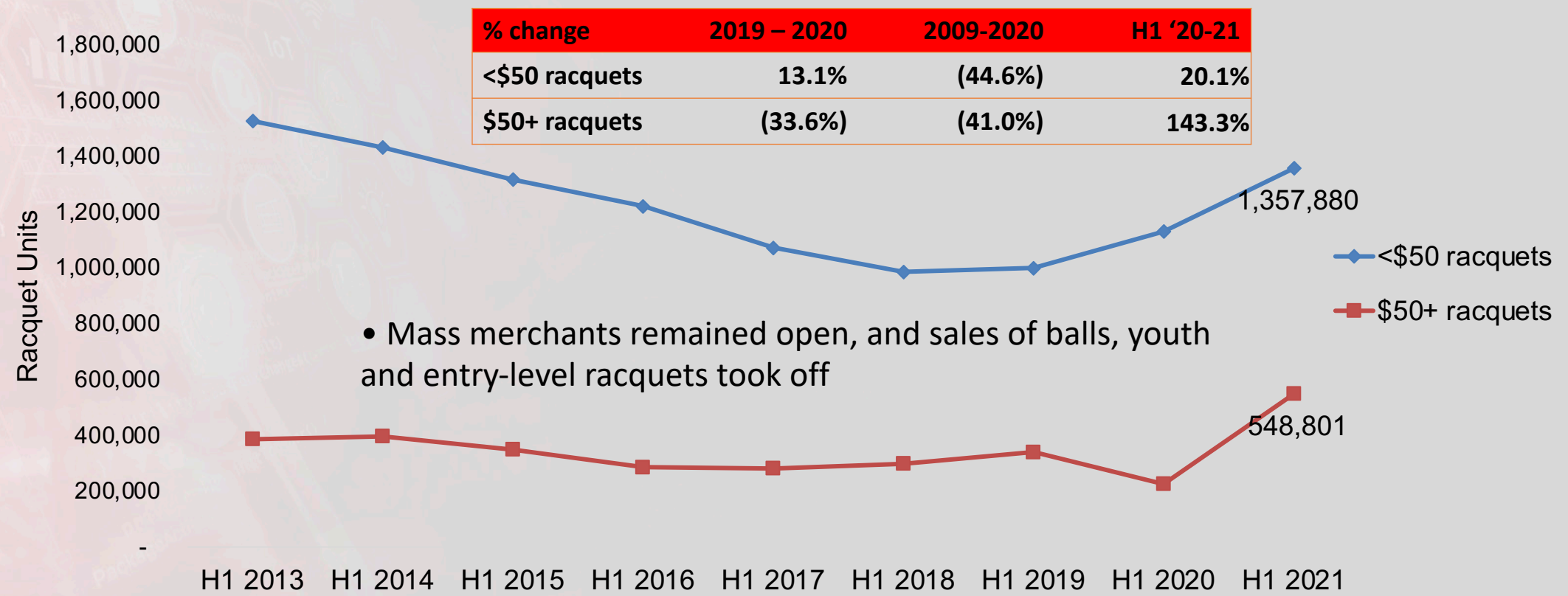
- 2020 saw a big increase in the number of new players at public parks and schools/colleges.
- Just over 2 million new players were at public parks, schools, and recreational facilities —where programming is likely to be limited or not available.

### U.S. Tennis Participation Rates by Age (% of U.S. population ages 6+)



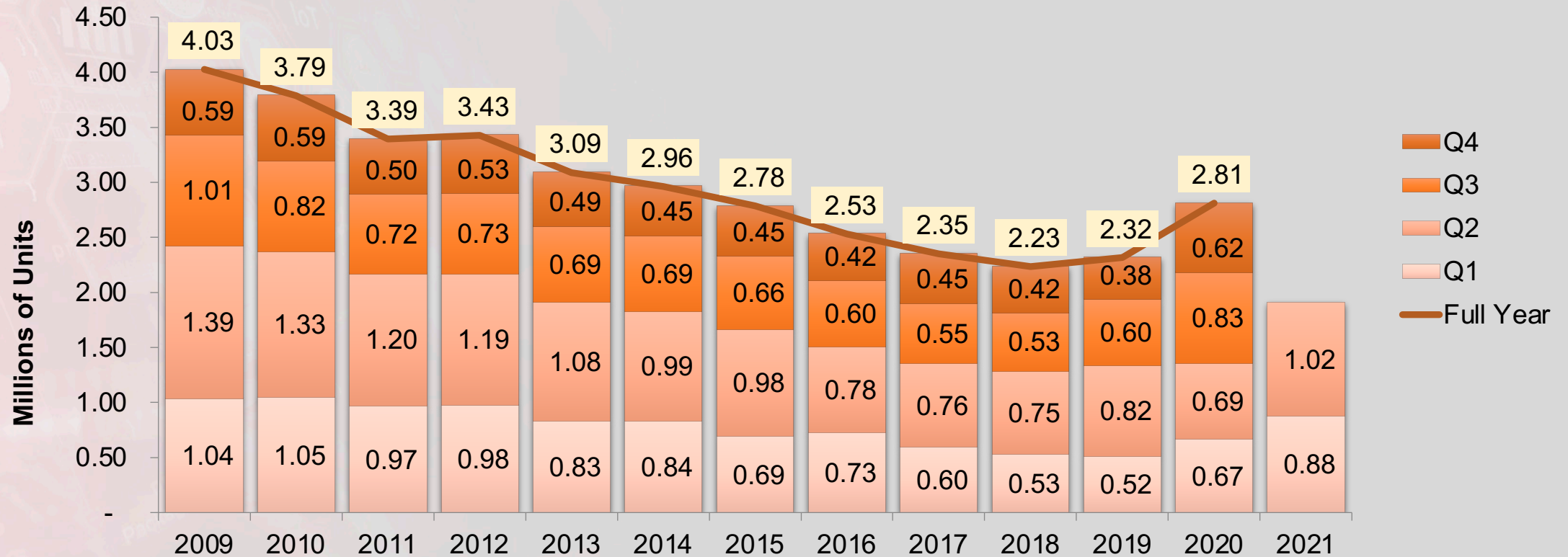
**BRINGING INNOVATION TO TENNIS**

## U.S. Racquet Unit Shipments: <\$50 Wholesale vs \$50+ Through Half Year (Q1 & Q2)



Source: TIA U.S Wholesale Equipment Census

## U.S. Wholesale Racquet Unit Shipments - Quarterly through Q2 2021



Source: TIA U.S Wholesale Equipment Census





# IT'S NOT ABOUT THE PERFECT BACKHAND ANYMORE

## IMPORTANT GROWTH ACROSS THE COUNTRY

The following information shows current demographics for Millennials, including population trends, geographic locations, age, income and education.

While the Millennials have grown significantly, it's important to understand the different cultural influences in your community.

**CURRENT  
2015**



US POPULATION  
**321,368,864**

MILLENNIALS  
**75,400,000**



**5 OF 6**  
US MILLENNIALS  
CONNECT WITH  
COMPANIES ON  
SOCIAL MEDIA  
NETWORKS.

ONE THIRD OF OLDER MILLENNIALS (AGES 26-33) HAVE EARNED AT LEAST A 4 YEAR DEGREE, MAKING THEM **THE BEST EDUCATED GROUP OF YOUNG ADULTS IN US HISTORY.**



## SOCIAL MEDIA

 **87%**

 **53%**

 **37%**

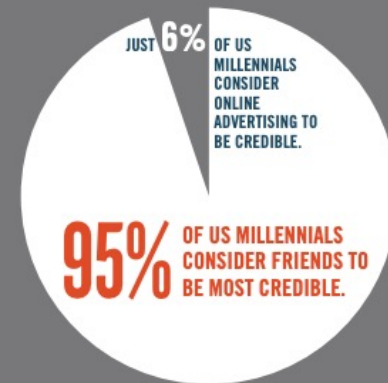
 **34%**

 **33%**



**\$1.3**  
**TRILLION**  
BUYING POWER

US Millennials are  
**7 TIMES MORE LIKELY**  
to give their personal  
information to a  
trusted brand than  
to any other brand.



**51%** of US Millennials  
would share  
information  
with companies  
in exchange for  
an incentive.

**56%** of US Millennials  
would share  
their location  
with companies  
to receive  
coupons or  
deals for nearby  
businesses.

## MILLENNIALS

largest generational cohort

Want FUN, SOCIAL, BEER

Connection to Friends

Convenience  
(seamless one transaction)

Online Bookings

Social Media

Technology

The Experience



- Millennials range from the ages of 18-34 and make up for 80 million of the nation's population.
- Within the **next 5 years their purchasing power** is projected to increase 133% from \$600 billion to **\$1.4 trillion**.
- Generation Z (iGens) those that were born between the years of 1994-2010.
- The first generation to grow up and spend their entire adolescence in the age of the smartphone.



## Cardio Tennis continues to be one of the fastest growing activities

### Cardio Tennis Instructor Network

The global education source for Cardio Tennis education and programming.

Whether you are getting started or have experience delivering Cardio Tennis, the network is the place for you.

[Get Free Video Education](#)

- Cardio Tennis was the industry's solution to the fitness business when this segment started to surpass traditional sports
- Fifteen years later it continues to make impact with its emphasis on fun, social, fitness and large group exercise using heart rate monitors, music and high 5s.
- Pandemic driven health focus provides an added opportunity to engage new and returning players





# TENNIS EXTENDS YOUR LIFE BY 10 YEARS

# Tennis significantly reduces the risk of all-cause mortality



The New York Times

PHYS ED

## The Best Sport for a Longer Life? Try Tennis.

People who played tennis, badminton or soccer tended to live longer than those who cycled, swam or jogged.

f [social icons] 353





Getty Images


Forbes

Sep 17, 2018, 07:30am EDT

## Want To Live Longer? Take Up Tennis.

 Steven Salzberg Contributor @ Healthcare [Follow](#)

 This article is more than 3 years old.



f [social icons] in

BRINGING INNOVATION TO TENNIS



# THE INACTIVITY PANDEMIC

## Affects Nearly 80 Million People

- The Lancet, the leading medical journal in the world, estimates **nearly 5 million people die from physical inactivity every year.**
- The Inactivity Pandemic has been a pandemic for over 10 years and is getting worse. Leading to obesity, diabetes which are unfortunately contributing factors to adverse covid outcomes.
- Inactivity levels associated with \$117 Billion in Annual Healthcare costs

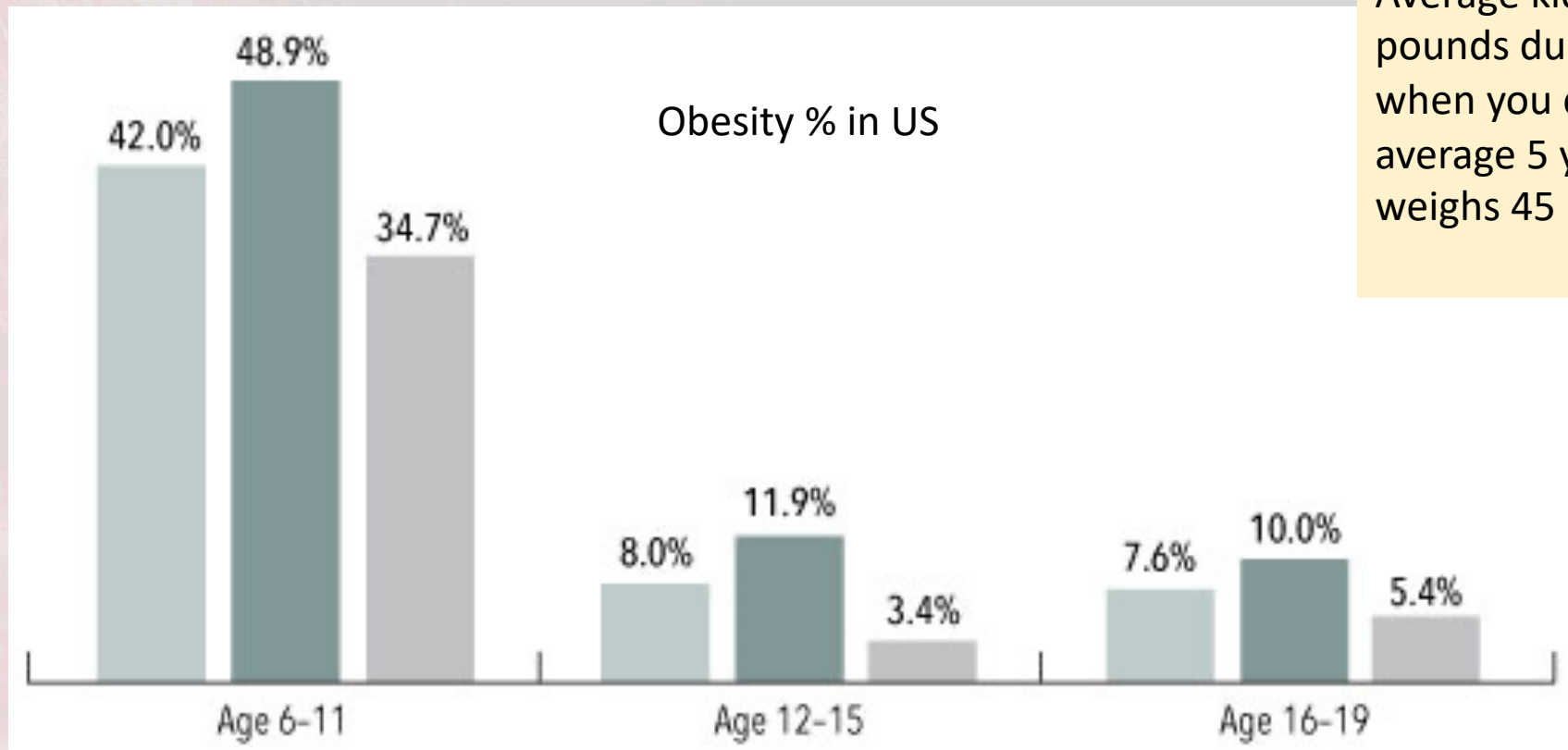
# Kids are increasingly inactive and at risk



- Kids are ranked **LAST** in physical health
  - In a global study by UNICEF of 38 developed countries
- Kids are ranked **47<sup>th</sup>** out of 50 countries in fitness
  - In a global study by the British Journal of Sports Medicine
- **50 million (or approximately 90%)** are not active to CDC physical activity standards
- Almost 50% of all schools have eliminated or greatly reduced physical education in schools
- And, in the past year, kids' inactivity levels and body weight have increased. COVID-19 has made the 'Inactivity Pandemic' even worse.



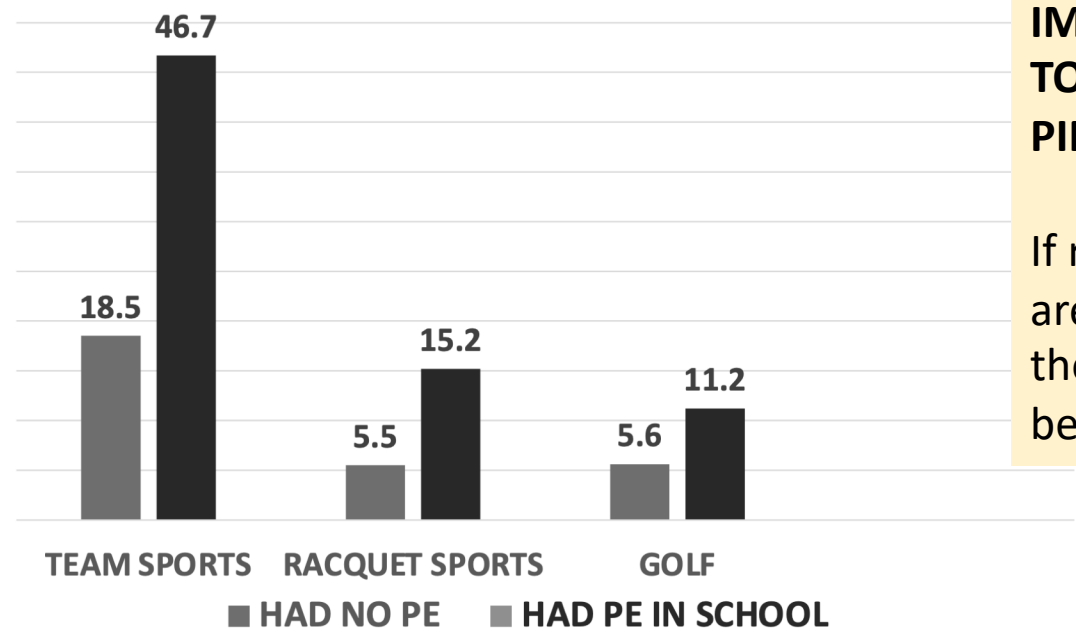
# Kids obesity levels are rising



Average kid gained 5 pounds during covid and when you consider the average 5 years old only weighs 45 pounds

**KIDS WHO LEARN BASIC SKILLS IN SCHOOL ARE 2-3 TIMES MORE LIKELY TO BE ACTIVE OUTSIDE OF SCHOOL**

**% OF KIDS ACTIVE IN TENNIS, GOLF OR TENNIS**



**IMPORTANT TO GET KIDS MOVING TO ENSURE THERE IS A FUTURE PIPELINE OF PLAYERS**

If running, throwing, catching skills aren't developed at an early age – there is less likelihood of that kid becoming a future tennis player



Top 10 Insights/Solutions - #4



**RECYCLE – REUSE –  
REPURPOSE  
RECOMMERCE**

*Be a Good Citizen of Planet Earth*

# TO RECYCLE AND REUSE ALL TENNIS BALLS

*We are saving the planet. One ball at a time.*



## The Problem *Tennis balls take 400 years to decompose.*

Nationwide, approximately 125 million used tennis balls wind up in America's landfills every year. That is 20,000 metric tons of methane-producing, near non-decomposable rubber waste. U.S. tennis players recognize this as a significant environmental problem that no longer represents their sport in 2021.

U.S. tennis players want to be part of the solution and will recycle all of their balls if convenient courtside bins are available. Organizations also want to be part of a cost-effective green solution. In short, there needs to be an economical, universally adopted initiative to collect, recycle, reuse and publicize a national initiative – one that will inspire the US tennis community to change habits and stop trashing tennis balls.





# HELP US SAVE THE PLANET ONE BALL AT A TIME

152,631

Estimated individuals making a difference

Join our non-profit mission to help save the planet by reusing and recycling ALL tennis balls.

6,751,967

Tennis balls saved from our landfills



## INDIVIDUALS

QuickLabel

Get Labels



## TENNIS FACILITIES

QuickShip

Get Bins



**A BETTER BALL  
FOR THE PLANET**



Introducing Triniti, the world's first eco-conscious, high-performance tennis ball:

100% Sustainable Packaging

Maintains its fresh ball feel 4x longer to reduce consumption and waste\*

5% of Triniti profits support worldwide sustainability efforts

[BUY TRINITI NOW](#)

## Wilson Triniti

- plastic free packaging
- balls that last longer

Looking at ... how to improve efforts for Sneakers – 300 million thrown out annually

- Can take 30-40 years in landfill to decompose

Tennis Racquets

RecycleBalls working on solution

# SIDELINESWAP

Tennis & Racquet Sports

## Tennis & Racquet Sports

- Racquets & Paddles →
- Apparel →
- Tennis Shoes →
- Training, Accessories & Other →
- Bags →
- Balls →

Save this search  
 Adds to Favorites and notifies you of new items [Save](#)

Recommended ↕

**RECOMMERCE SOLUTION –  
 Pro Shop Solutions**

1,534 Results

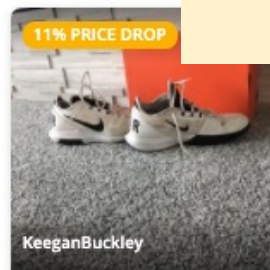
### Shop by Category

#### Tennis & Racquet Sports

- Racquets & Paddles
- Apparel
- Tennis Shoes
- Training, Accessories & Other
- Bags
- Balls

### Filter by Keyword

### Delivery

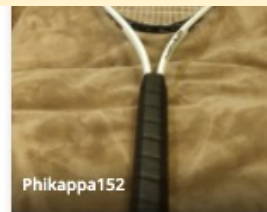


KeeganBuckley

Nike air max

Fast Shipper

\$32 ~~\$36~~

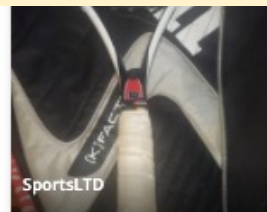


Phikappa152

Unisex Ti Conquest Tennis Racquet

Fast Shipper

\$15

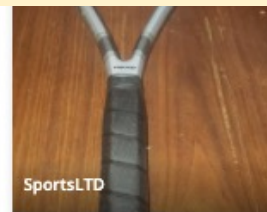


SportsLTD

Wilson K Factor six.one 95 Tennis Racquet w/bag.

Fast Shipper

\$75 Retail: \$199

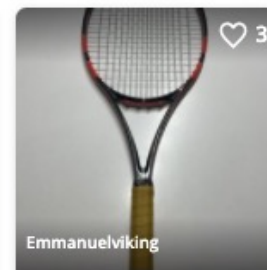


SportsLTD

Used HEAD Ti S1 Tennis Racquet

Fast Shipper

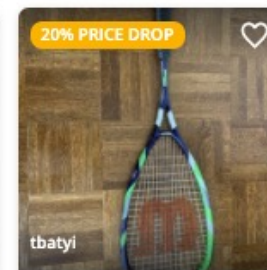
\$40 Retail: \$119



Emmanuelviking

Babolat 1st gen 4 3/8

\$94



tbatyi

Used Wilson Squash Racquet

\$40 ~~\$50~~



# Touchpoints to the Consumer





# Tennis Coaches are Vital to a Healthy Industry



- A new player's success is dependent on being introduced to the sport – the right way – with instruction from a tennis coach
- New player retention boosted to 70% when nurtured via program pathway
- New coaching apps flooding the marketplace and analytic tools to help with training – *only as good as the coach that embraces the technology provided*
- Conference is full of great coaches and expert advice that will be sharing tech and innovation
- **Challenges for future:**
  - 70% of coaches above age 50 while less than 4% under the age of 30

## **Solution?**

Tennis Coaches need to adopt new technology and pivot to keep new players engaged/retained  
Tap into the approximately 340,000 certified personal trainers (fitness) to cross-train social and fitness elements on your courts / Engage PE teachers to get more involved with the tennis community

# Proliferation of Coaching and Training Apps ...



- Elite Sports Training
- Tennis Coaching
- TA Coach Premium
- Virtual Tennis Coach
- Tennis Training Infotech
- TennisCall
- TennisLocker for Coaches
- Cartmell Tennis Coaching
- JS Tennis Coaching
- Take Tennis Lessons
- JPL Tennis Coaching
- TennisPal
- HEAD Coach App
- Rafael Nadal Tennis Academy Teaching App
- TOPCOURT
- Tennis Trakker Pro
- Ultimate Tennis Coach
- miCoach Tennis
- The Seven Six Tennis App
- The Tennis Agility App
- Tennis Australia Technique
- AND MORE ...

**Exploding on Marketplace**  
More on Analytics #8

A screenshot of the TOPCOURT app interface. The header shows 'TOPCOURT' on the left and 'LOG IN' on the right. The main content area features the headline 'START WINNING MORE MATCHES.' followed by the text 'Improve your game in 10 minutes or less with on-demand tennis lessons from 50+ of the world's most iconic players and coaches.' Below this is a yellow 'GET STARTED' button and the text 'Trusted by 50,000+ Tennis Players'. A central image shows five tennis players (three women and two men) holding rackets, with a play button icon overlaid. At the bottom, the ATP TOUR and WTA TOUR logos are displayed on the left, and the text 'OFFICIAL TENNIS E-LEARNING PLATFORM' is on the right.

**BRINGING INNOVATION TO TENNIS**





# THE BUCKET KEEPS LEAKING



*Over the past decades, we've added millions of new or returning players each year, yet we continue to lose that same number or more annually—it is tennis' "leaky bucket."*

### **Pre-Covid:**

A sport, an industry that had seen declining play, core players leaving, straight years of declining racquet sales, pro specialty challenges, coach shortages ... SWOT analyses showed challenges for an aging workforce, and a traditional sport not open to change

### **Covid Silver Lining:**

MORE PLAYERS ... 4 Million More

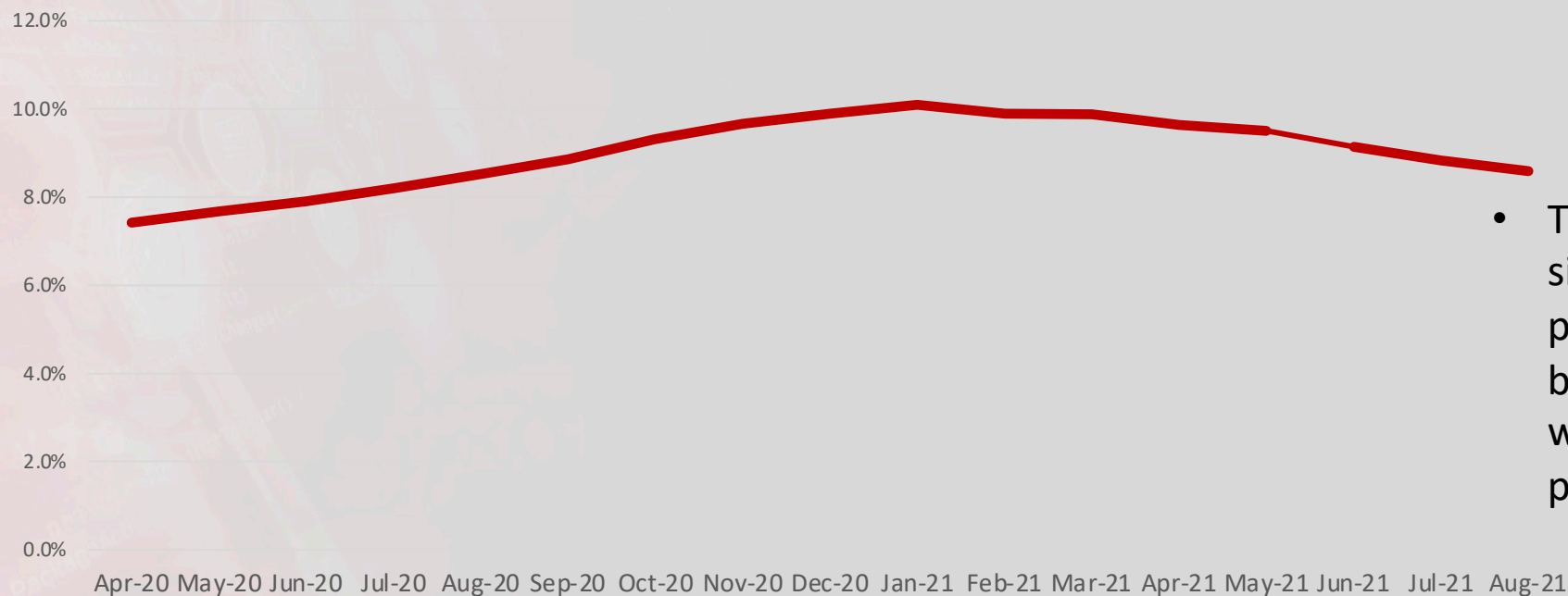
MORE CONSUMERS ... mass merchants had trouble keeping entry level racquets stocked

MORE FANS ... triumphant return to fans in the stands and great US Open matches!



# Some signs of total participation going back down

12-month rolling raw participation rate



- There are some signs of total participation going back down but still well ahead of previous years

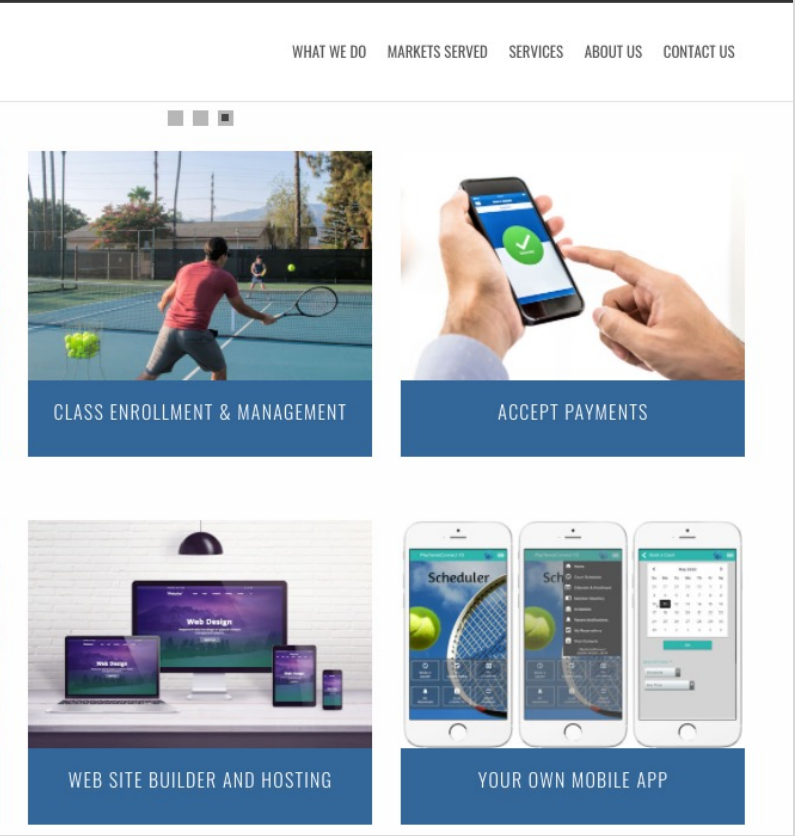
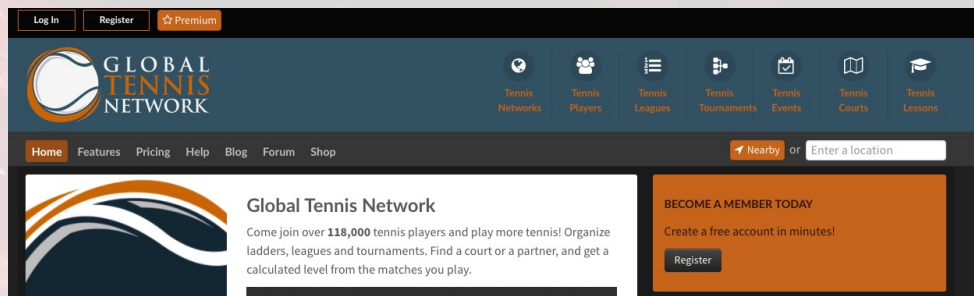
# Engagement & Retention Are Key

- Make it easier for players to connect
- Offer Online Court Bookings
- Adopt SaaS & Technology Products
- Improve Communication Tools
- Social Media Engagement
- Player and Challenger Apps
- Entertainment & Media Enhancements



## SaaS technology platforms

Providing club operations and payment software, digital management – sites, hosting, apps) – 1M users/30M online bookings



## Player Connections

Seamless transactions

One location to find players, programs, courts, coaches, retailers, events and more

# BRINGING INNOVATION TO TENNIS



# Top 10 Insights/Solutions - #7



# NEXT COURT



BRINGING **INNOVATION** TO TENNIS

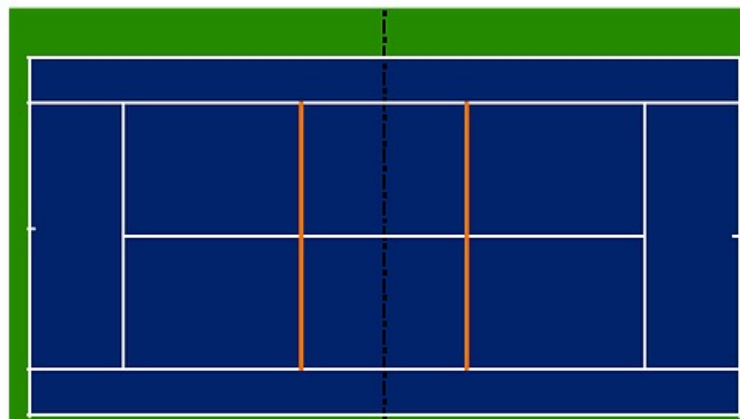




# INSIGHTS AND SOLUTIONS



**NEXT COURT**  
ADVANCED RACQUET & PADDLE SYSTEMS



## ONE COURT for Multiple Sports

on a regulation USTA/ITF 60' doubles court

- Pickleball\*
- Youth Tennis U10 / Adult Masters Tennis
- Cardio Tennis Orange Ball
- POP Tennis / Paddle Tennis
- Platform Tennis (with added fencing)
- Badminton

\*20' X 44' inside the service lines with orange kitchen line.

**SEND ME MORE INFO**

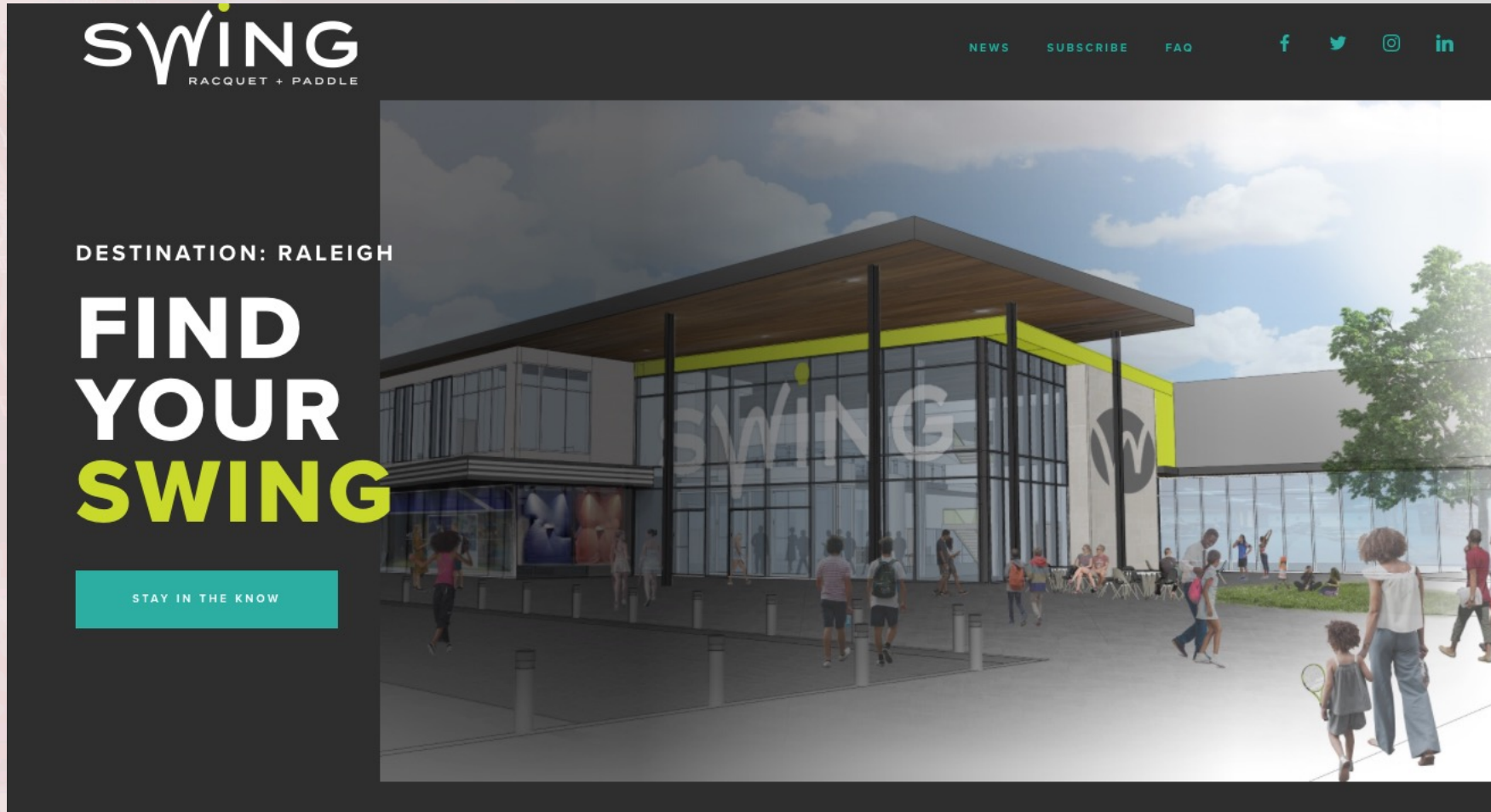
BRINGING **INNOVATION** TO TENNIS



# The Next-Court addresses the recreational demand for multiple racquet & paddle sports experiences and provides additional income opportunities for operators - One court for multiple sports.

- The area dimensions of the court supports six different sports: tennis, pickleball, pop/paddle tennis, platform tennis with wire cage in addition to badminton and volleyball. (see graph below)
- Next-Court is a shortened tennis court with only one added line for the pickleball kitchen, acceptable net height is the same for all regulation sports at 34 inches with exception of badminton (60') and volleyball (88')

	Next-Court One Court Multiple Sports	USTA 60	Pop/Paddle	Pickle	Platform	Badminton
Court Dimensions	60 x 27	60 x 27	60 x 27	44 x 20	44 x 20	44 x 20
Doubles Play	60 x 27	60 x 27				
Singles Play	60 x 20	60 x 21	60 x 20	60 x 20	60 x 20	60 x 20
Service Box	22 ft. from net	21 ft from net	22 ft. from net	22 ft. from net	22 ft. from net	22 ft. from net
Overrun (10ft around)	80 x 47	80 x 47	80 x 47	80 x 47	80 x 47	80 x 47
Net height	34 inches	36 inches	34 inches	34 inches	34 inches	60 inches
Orange Kitchen Lines	7 ft. from net					
Fence Height		10 ft.			12 feet	



45 acre campus  
in Raleigh, NC  
featuring  
**Tennis**  
**Pickleball**  
**Padel**  
**Beach Tennis**  
**Table Tennis**  
**Fitness**



Top 10 Insights/Solutions - #8



# ANALYTICS - APPS EVERYWHERE



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# Explosion of Analytics



- Smart Courts
- Player Apps
- Tennis Sensors
- Swing Apps
- Video Apps
- Match Analytics
- Stat Apps
- Machine Learning
- Artificial Intelligence

A screenshot of the Smashpoint website header. It features the 'Smashpoint' logo on the left, navigation links for 'Home', 'Features', 'Blog', 'About', 'Support', and a 'Login' button on the right. Below the navigation is a large image of a tennis player in mid-swing. To the right of the image, the text reads: 'Software to Power Tennis. The Smashpoint platform keeps track of over 100,000 tennis players in the cloud. The most powerful tennis tracker for players, parents and organizers to get match insights and organize competitive play.' At the bottom right of the image, there are buttons for 'Download on the App Store' and 'Sign Up'.

## Your All-in-One Tennis System

Portable and fixed connected camera video platforms.

The latest innovations in sports AI and machine learning applied to tennis.

playsightpro+

playsightpro

playsightgo

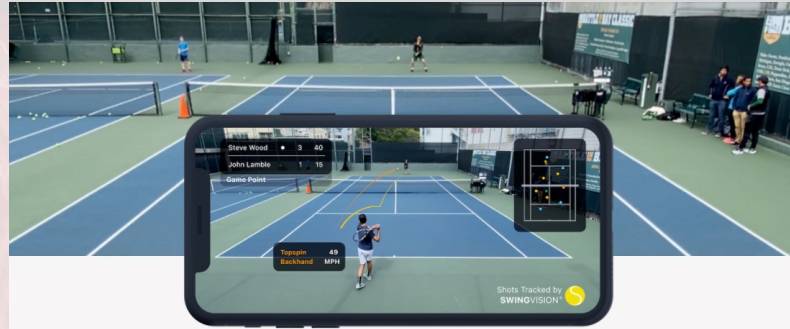
A screenshot of the playsightpro+ product showcase. It features a collage of images showing tennis courts, a player's swing, and a smartphone displaying the app's interface. The text reads: 'playsightpro+ The ultimate sports video and analytics system, built for tennis. The system that put PlaySight on the international stage. Gamified virtual drills, full stroke, movement and ball tracking, automated line calling and much more.' The background is dark blue with white and light blue accents.

## Player Analysis Technology (PAT)

- VR Motion Learning
- InfoSys Tennis Platform (ITP)
- BraingameTennis
- Rally Analysis
- Second Screen
- Tennis Tracker
- PlaySight
- HawkEye
- TOP COURT
- Versa Court
- Sports Trace
- Baseline Vision
- Swing Vision
- And more ....

BRINGING INNOVATION TO TENNIS





### Automated Video Analysis

- Trim points and create highlight reels
- Track 1st/2nd serves, winners and errors
- Challenge line calls in real-time

## KNOW YOUR GAME

See stats from all your tennis sessions. Babolat POP gives you a complete picture of your game. A smarter way to look at tennis.



**Baseline VISION** HOME PRODUCT CUSTOMERS CONTACT US More... Log In

### FOR PLAYERS

## TRACK your performance

- A new training experience with instant statistics, drills and on-court video replays
- Re-live your games with automatic highlights and game summaries
- Track your performance over time with dashboards and actionable insights

Download on the App Store | GET IT ON Google Play

[See More](#)

**sportstrace** Product About Us Resources Blog Sign Up

### The SportsTrace difference

SportsTrace makes player analytics easy whether you are scouting a prospect, tracking a player's progress in camp, or gaining that competitive edge for the future. Our team of coaches, biomechanists, and data scientists harnesses cutting edge technology you can use in-person and remotely. We want to help players, coaches, analysts, and scouts by providing you with simple, meaningful data.

INDIVIDUAL TRAINING | CLUB MANAGEMENT | COACHING

BRINGING INNOVATION TO TENNIS





## VR MOTION LEARNING



## COME FOR THE MATCH, STAY FOR THE EXPERIENCE

At the Western & Southern Open, a summer tournament in Ohio, technology is key to keeping core fans and attracting new ones. The event's home town of Cincinnati doesn't have a beautiful ocean or mountains or desert to attract fans like a lot of other venues do. So the tournament instead works to create a premium experience, supported by technology. Organizers have built an event that includes a tennis tournament and other experiences. Those additional experiences, including adaptive tennis and fitness programs, family-focused events, and culinary exhibits, aim to make their tournament engaging to both core and new fans. Those efforts appear to have had an impact: Fans spend between six and seven hours per visit — the time equivalent of two football games.



SELECT YOUR TRAINING MODE  
 SERVE  
 RETURN

RECENT SHOT  
 SLICE  
 SPEED MPH 65  
 SPIN RPM 522

RETURN STATS

BASKET SWINGS 17  
 TOTAL SHOTS MADE 17  
 AVG. BASKET SPEED 40 mph  
 MAX. BASKET SPEED 51 mph





TOURNAMENT CALEN

HOME > ABOUT US > TENNIS



ARMBEEP



ARTENGO PERSONAL COACH



BABOLAT PLAY AEROPRO DRIVE



BABOLAT PLAY PURE AERO



BABOLAT PLAY PURE DRIVE



BABOLAT PLAY PURE DRIVE V2



BABOLAT PLAY PURE DRIVE LITE



BABOLAT POP



BIGBOW BASIC SENSOR



BIGBOW CAMERA SYSTEM



BIGBOW CHAMPION SENSOR



CATAPULT OPTIMEYE S5



CATAPULT VECTOR



eyes3 FOR TENNIS PRO



FIRSTBEAT



Technology Business Development  
**TENNIS INNOVATION WEEK**  
October 27<sup>th</sup>-30<sup>th</sup>, 2021



HOW IT WORKS

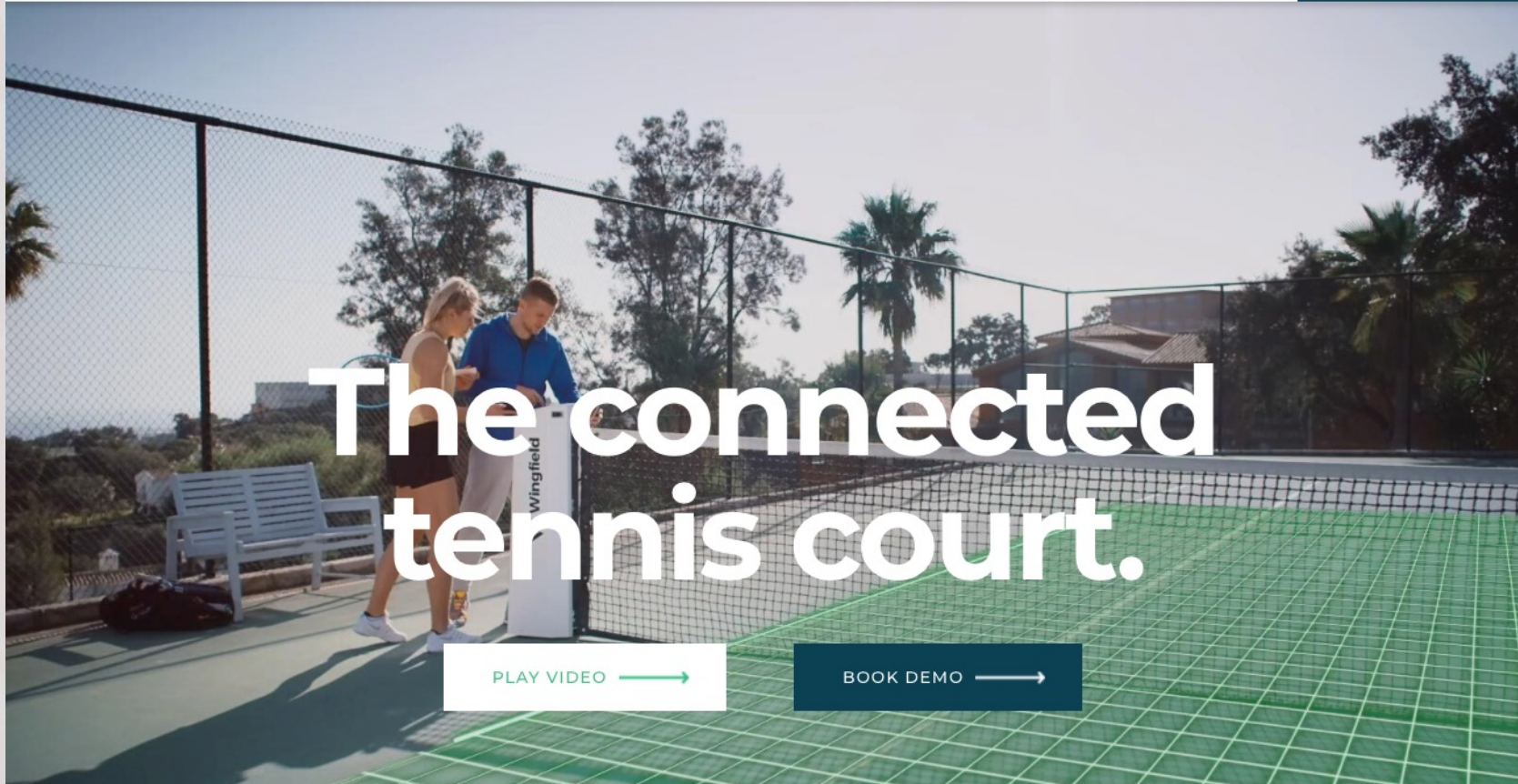
COACHES

BLOG

PRICING



BOOK DEMO



# The connected tennis court.

PLAY VIDEO →

BOOK DEMO →

BRINGING **INNOVATION** TO TENNIS





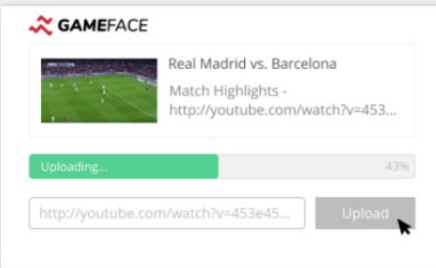
# Slingerbag adds new APP and GameFace AI –

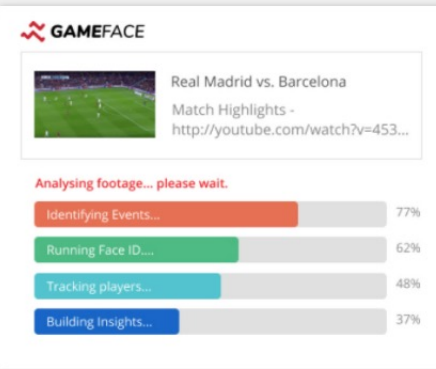
The AI market in sports has a projected growth rate of 28.7% over the next five years, and the overall sports analytics market is expected to reach \$5.2 billion by 2025.

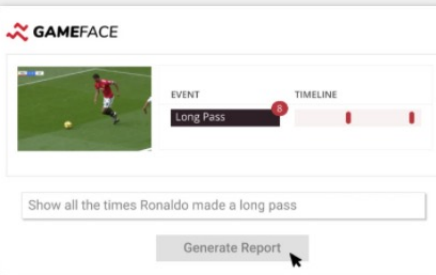


Smart courts -> video analysis → AI apps to help players and coaches identifies patterns and areas to work on → AI delivered through the Provider branded app (connecting the court, consumer, teaching pro, and provider through their branded app and web site user experience).

- 1** Upload your match footage.


- 2** GAMEFACE analyses your footage.


- 3** Generate custom reports!

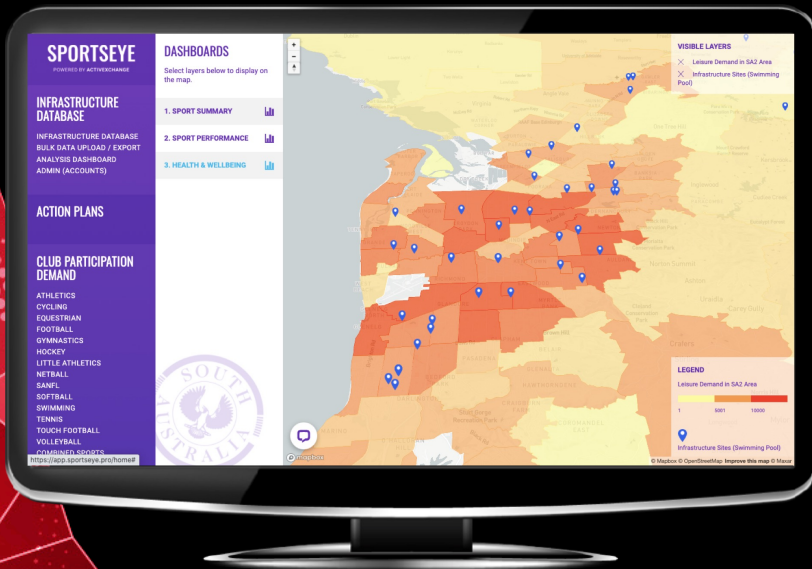




# The SportsEye Platform

Shaping a more informed and connected sector

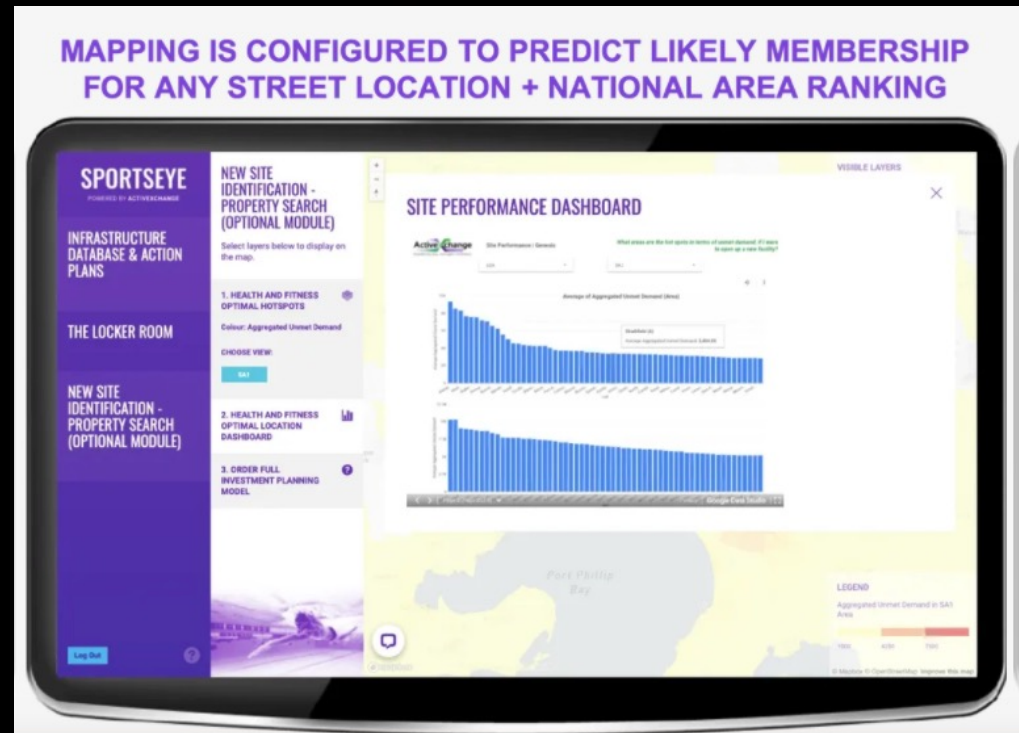
A data intelligence service designed for sport and recreation



## SportsEye for Recreation and Fitness Operators

- Predictive modelling to identify growth areas and optimal member acquisition campaigns (25% additional ROI)
- Optimal programming and pricing decisions
- Evidence your local community social impact to connect with key stakeholders

Machine learning to predict member drop out and optimal mitigation messages (30% reduced attrition rates)



**BRINGING INNOVATION TO TENNIS**



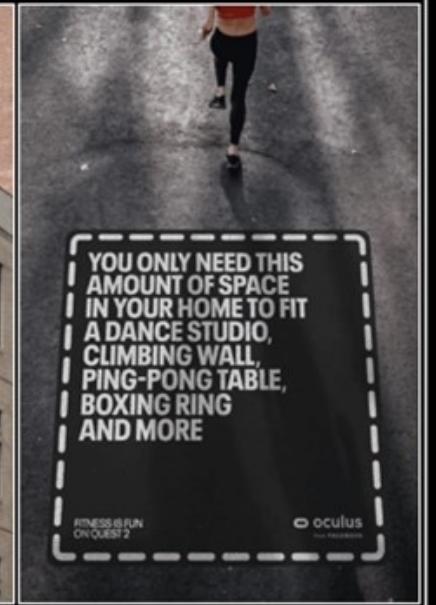


# THE METAVERSE IS COMING!



## What is the metaverse?

- **a single, persistent virtual environment shared by everyone on the planet.** The go-to pop culture references are The Matrix or Ready Player One's Oasis
- **Zuckerberg** recently announced **Facebook** would become ***'a metaverse company'***  
(Every day 2.7 billion people access Facebook)
- **Facebook** launched a new virtual reality meeting space - Horizon Workrooms can be accessed via the Oculus 2 VR platform.



Facebook Oculus took out billboards across the country promoting Virtual Reality

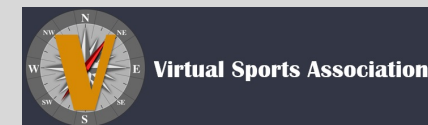




# Racket Next – is the 7th highest rated app



Globally 3.5 billion people actively use one of the family of Facebook apps every month



# Exciting Development for Virtual Sports



- On July 1, 2021, the International Racquetball Federation One Hamsa, a VR software developer, and the Virtual Sports Association made history.
- The IRF officially endorsed One Hamsa's VR game, *Racket: Nx...* the first time this has happened. Agreement to “develop... *Racket: Nx* as a potential full Olympic Virtual Sport and an eventual candidate for the Olympic Games.”
- This is the beginning of a new era in the world of electronic games, in the world of virtual reality, and in the world of sport.



# Racket:Next aims for the Olympics.



## VR-ИГРА RACKET: NX ПЛАНИРУЕТ СТАТЬ ОЛИМПИЙСКИМ ВИДОМ СПОРТА



Разработчики Racket: Nx, спортивной VR-игры, недавно сделали чтобы стать потенциальным олимпийским видом спорта. Студия одобрена Международной федерацией ракетбола (IRF). Это важно, чтобы стать кандидатом на Олимпийские игры.

Эта новость появилась в официальном пресс-релизе International Series виртуальных видов спорта МОК была создана для привлече

## Racket: Nx Takes First Step Towards Olympic Glory With Official IRF Endorsement



MIXED News Podcast Abo Deals Tests VR AR KI

### VR-Sport: "Racket: NX" will olympische Disziplin werden

16.07.2021 | von [Tornikley Ramonovic](#) | [Twitter](#) | [LinkedIn](#) | [E-Mail](#)

2518 0

Die Entwickler des VR-Sportspiels Racket: NX haben eine Partnerschaft mit der International Racquetball Federation geschlossen. Das Ziel ist, olympische Disziplin zu werden.

**Meistgelesen** | **Meistkommentiert**

- Oculus Quest 2: Die besten VR-Spiele
- OpenAI Codex: Verletzt die Programmier-KI das Urheberrecht?
- Lync: Autarke XR-Brille mit attraktivem Preis. Kickstarter angekündigt
- Vive Focus 3 Reviews: So urteilt die US-Press
- Oculus Quest 2: Deutsches Start-up launcht PC-VR-Streaming für Profis



## Racket: NX, cada vez más cerca de convertirse en deporte olímpico



Tras su lanzamiento en 2018 Racket: NX, ha tenido el apoyo de la Federación Internacional de Racketbol (IRF). Este deporte VR está cada vez más cerca de volverse un deporte olímpico, a continuación iremos analizando el juego y su camino olímpico.

La IRF con sede en Colorado Springs, Colorado ha ido trabajando de la mano con One Hama el desarrollador de Racket: NX, todo con la supervisión del Comité Olímpico Internacional (COI) para ingresar este deporte al programa de Olympic Virtual Sport Series, para ser un candidato para los juegos olímpicos.

Los Olympic Virtual Sports Series han sido creados para atraer diferentes y nuevas audiencias a las olimpiadas. Dentro de los eventos virtuales ya se encuentra el ciclismo, remo, tenis, vela y carreras de autos.

## VRB News

VirtualRealityBrisbane News

IT news Marketing Economy

Home » IT news » VR sports: "Racket NX" wants to become an Olympic discipline

### VR-SPORTS: "RACKET: NX" WANTS TO BECOME AN OLYMPIC DISCIPLINE

Posted On: July 16, 2021 | Posted By: [admin](#) | Comments: 0



The developers of the sports VR game Racket: NX have entered into a partnership with the International Racquetball Federation. The goal is to become an Olympic discipline.



BRINGING INNOVATION TO TENNIS

Top 10 Insights/Solutions - #10



# New World Same Humans



BRINGING **INNOVATION** TO TENNIS







New World Same Humans is a newsletter & podcast on trends, technology, and society. And a community for those on a mission to build a better shared future.

## Embracing the future!

- Many wonder if newly hooked participants will be retained when other recreational options become more available again?
- For those that engage with players, consumers and fans – important to understand and adopt technology to ensure engagement & retention
- Also recognize that these new and returning active people have been forever altered by the pandemic with the vast majority (77%) paying more attention to their physical health while many of them are dealing with mental health challenges brought on by the pandemic and our changing world
- Tennis has been given a new opportunity to build back the sport if only we don't fall back into the status quo



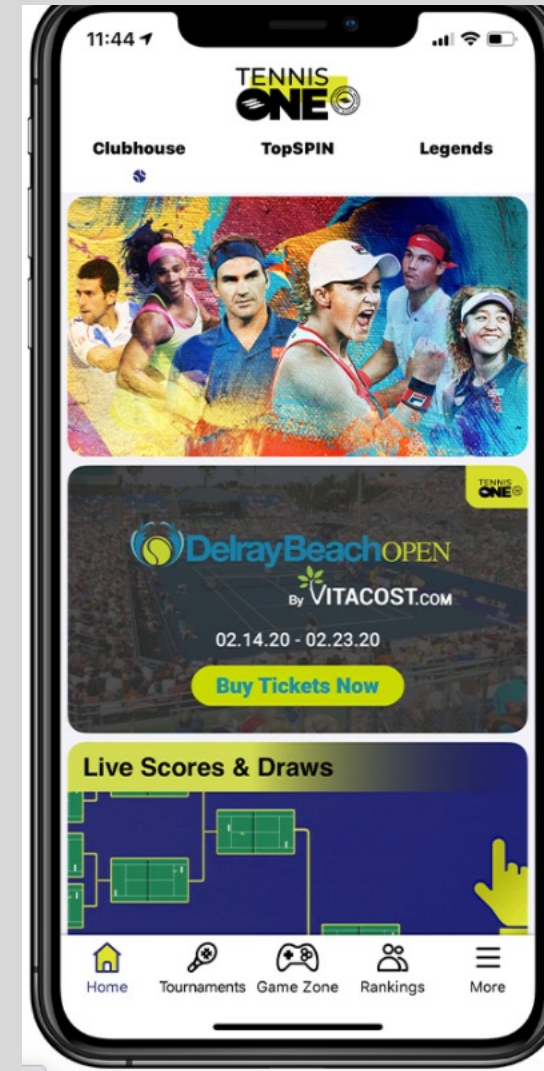
**Embracing the future!**

# Media Entertainment Is a main key to growth!

Good media drives people's willingness to engage with the sport along with a positive on-court experience to help create more players, more fans and more consumers!

Today's average fan age is 61

Tennis needs to address new ways to attract and grow the fans of the future.



**BRINGING INNOVATION TO TENNIS**



# Is this the future?



BRINGING **INNOVATION** TO TENNIS



# Top 10 Insights/Solutions for a Better Tennis World



## Thank You!

## Join the Network

Like Minded – Future Thinkers – Problem Solvers

Presentation & Resource Links will be posted at  
[RacquetSportsAlliance.com](http://RacquetSportsAlliance.com) & [DiscoverySportsZone.com](http://DiscoverySportsZone.com)

**JOLYN DE BOER**

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# Racquet & Paddle Sports Alliance

resource network focused on technology, education and innovation to engage more players, fans and consumers

[LEARN MORE](#)

## TECHNOLOGY & INNOVATION

Smart Courts. Smart Racquets.  
Connected Players/Venues.

We are monitoring tech and innovation in the marketplace and developing education to help train and bring growth. A key to evolution is the application and understanding of data and analytics to connect and engage people, players, fans, consumers and businesses.

Virtual Sports in here! Building a new bridge to "play".  
Virtual reality games like RacketNX on Oculus Quest, lets



Technology Business Development  
**TENNIS INNOVATION WEEK**  
October 27<sup>th</sup>-30<sup>th</sup>, 2021

# BRINGING INNOVATION TO TENNIS

