



# DashTag Press Release

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*July 5th, 2019*

## DashTag: the world's first soccer tracking app on the Apple Watch

*Designed by DashTag and taking elite performance analytics from the stadium to the streets.*

Today, we are excited to announce the world's most advanced player tracking solution exclusively for the Apple Watch. No more pods, annoying vests or any other wearable.

### **No Pods. No Problem.**

After months of testing and transferring our algorithms we are now ready to launch the world's most sophisticated player tracker as an app.

We reduce the barriers of entry using standard devices used every single day. Just download and go.

No hassle for coaches in handing out vests and pods, synchronising, charging, washing etc. Players and coaches don't need to spend money on yet another wearable, the Apple Watch has it all and more.

Benefits:

- Players set goals, we make them actionable, visual and fun
- Access to a close-knit community of passionate athletes, just like you
- Smart coaching and exercises players can do themselves
- Showcase to world

### **Performance innovation**

Performance analytics technologies have been proven to be valuable for players and coaches, but only elite level teams have access. These solutions are designed for teams not for the player. They miss the emotional attachment, provide complex numbers and always require the purchase of hardware.

### **Emotional attachment**

Our entire platform is powered by Augmented Reality (AR) showing the context of their performance in an awesome new way.

Compete with Alex Morgan, sprint against Mbappé, let your imagination take your training to another level.

All focused on the most relevant stats and making those easy to understand without a data scientist or fitness coach.

**Availability**

Free. DashTag believes it's time that every soccer player should have access to their performance data.

For a subscriptions of \$1.99 you get personal premium coaching, personalised adaptable exercises and your own portfolio ready to be shown to scouts

Coaches get access to the player analytics for free

**Timing**

DashTag Global will be launched in Fall 2019