



# The Perfect Pitch

Data, hardware & software to win the game!



# The best possible pitch

Always concerned about the quality of your pitch?

Tired of sportsturf that constantly needs to be replaced?

Fed up with adjusting your ambitions due to lack of data?

Worrying about your players' injuries?

Never dared to organize a mega-concert in your stadium?

**Stop worrying and get ready to impress your shareholders!**

**HI Sports** is here to help you! Not with a promise, but with a fact-based solution that is developed and proven in the toughest real-life circumstances!

The best possible pitch, that lasts as long as possible and stimulates users to great performances: that's the highest goal of any turf care professional in any sports stadium, anywhere in the world. HI Sports has shown at the Johan Crujff ArenA in Amsterdam that this goal is now within the reach of every club or stadium owner.

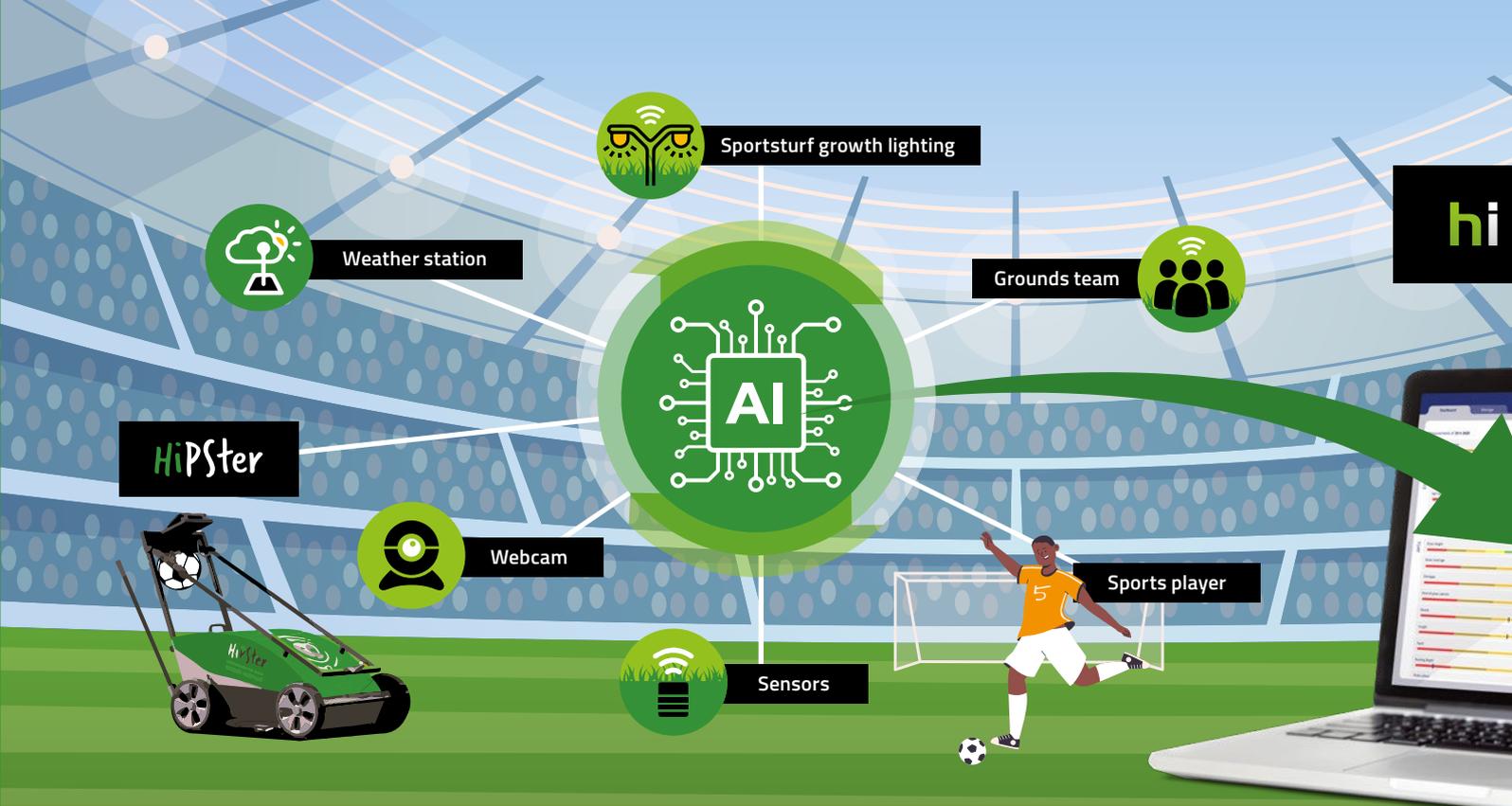
## The solution lies in the combination of:

1. Our unique Hipster **measurement equipment**
2. An insightful and easy-to-use **dashboard**

The unique, self-developed, state-of-the-art measuring equipment is developed according FIFA requirements. Combined with an insightful dashboard it forms an easy-to-use monitoring system that can help any professional sports organization. The combination gives any stadium user the peace of mind needed to run a better business.

This all-in-one solution measures all critical parameters of the pitch, automatically collects the data and predicts the quality of the pitch. Measuring and data collection are made so easy and mistake proven that the grounds team can fully focus on what they're really good at: smart pitch maintenance and pitch management supported by the insights and the predictions of our system.

As result a high-quality natural pitch, all year round without any replacement, with fewer injuries, against lowest costs, and extra business from stadium concerts and other entertainment.



## Proven in the toughest circumstances

The dashboard and measurement equipment are developed and proven in the multifunctional stadium Johan Cruiff Arena, the home of AJAX Amsterdam and of the Dutch National Team. The experience we have gained there is ready to be shared with the world. Our knowledge and equipment will guarantee you the best natural pitch all year round and open up any options for additional revenues from events and concerts.

### So... if you are looking for:

- a healthy pitch
- all year round
- more events
- additional revenues
- happier shareholders...

then please contact us.

We offer you the hardware, the software and can even unburden you completely with our licenses. No more worries for your grounds team about the latest updates, start collecting your own data today, and be sure to have the latest innovations. Offer all your stakeholders the utmost value.

If there has ever been a way to satisfy your staff, your players, your audiences,

and your shareholders with one integrated system, this is it. Beating your competitors on and off the pitch begins with using our perfect pitch solution. HI Sports offers the best preparation to win any game.

## The measuring equipment: HiPster

The NEW sensor technology to support the grounds team for the best pitch! HiPster is supporting the groundsmen to get track of the quality and safety of their sports pitch and stay in control of the important game and safety properties of the pitch. A one-in all measurement tool which presents the data automatically in the groundsmen's dashboard so they can directly analyse and act without any (manual) administration. Having also an

independent tool to communicate with the players about the quality of the pitch. And that's without mentioning the direct safety aspect: many injuries can be prevented with a safe pitch: another major cost item in modern top sport, not to mention the personal suffering.

### How does the HiPster work?

The HiPster is driven to the right measurement location by the groundsmen where he can start the measurements supported by an easy-to-use tablet. The groundsmen are fully in control and after executing and accepting the measurement values the results will be sent by Wifi to the dashboard as soon as there is a stable connection.

In the meantime results are stored on the tablet. The HiPster also can be used as standalone system.



The HiPster

# HiPster

Holland Innovative Pitch Screener

# dashboard



## The measuring kit is executing the following measurements:

1. soil hardness
2. shock absorption
3. energy restitution
4. vertical deformation
5. rotational resistance
6. ball rebound
7. sportsturf density (NDVI)
8. sportsturf vitality (NDRE)

The sensors in the Hipster, a compact device the size of a family lawnmower, does all these measurements in one go. All the information obtained in this way goes automatically straight to the Dashboard, where results are displayed in trend figures and further analysis can take place.

The HiPster is prepared for the future by its modular design having slots for extension for optional sensor modules like sportsturf density, sportsturf vitality or others.

## The dashboard

The dashboard is supporting the groundsmen to collect and present all the required data and with its engine it can predict the quality of the pitch. Beside the performance data of the FIFA which is measured with the HiPster the dashboard is also collecting the data of our sensor suite: turf data with soil sensors, climate data of the weather stations, LED grow lighting data as well as the players feedback.

Besides the data, also recipes and groundsmen logbook-data are stored in the dashboard. Thus the dashboard is the platform supporting smart pitch maintenance and pitch management.

## What does the Dashboard do?

The Dashboard, which in addition to the data from the HiPster also uses other data captured in real-time in and around the pitch, has become the groundsmen's most important tool. In fact, it has already become his buddy! Thanks to the predictive value of the system, there is insight at any time into the maintenance measures required for the perfect turf.

The measured data of the HiPster will be automatically uploaded to the dashboard as soon as there is a stable Wifi connection. In the Dashboard an AI engine is running to generate the trend analyses and pitch predictions. As the

Dashboard is an open platform also integration with other tools is possible as well as possibility for manual logging of data and reporting.

The Dashboard collects beside the mentioned measurements of the HiPster also the player feedback data, climate, sportsturf vitality and other important parameters which are needed to model the perfect pitch. The common goal - better pitches for professional athletes around the world - is our guiding principle.

The dashboard is available for individual clubs as well as for complete leagues to be able to develop a uniform standard in the leagues and exchange knowledge and innovations between clubs

At any given moment, it's possible to check to what extent a part of the field deviates from the preset goals and regulations. Underlying all this is sustainability and circularity, as well as the business - including cost savings - for the stadium.

Hi Sports systems as the HiPster can also be integrated into existing dashboards. The HiPster as well as the Dashboard can be used as stand alone systems. HiPster and Dashboard can offer also in a step-wise approach to come to fact based pitch management to support the groundsmen.



The dashboard provides all necessary performance data



## The products and licenses

We can offer you the **HiPster** as well as the **HI Dashboard** as stand alone systems or completely unburden your grounds team from any concerns with our licenses:

1

### All-in-one measurement kit HiPster

+ HI dashboard

#### Included in this license is:

- Measurement equipment HiPster
- The dashboard
- Training by E-learning and monthly Q&A session
- Including updates

With this license the grounds team is fully equipped: HW+SW, to start directly with data collection and smart pitch maintenance.

2

### All-in-one measurement kit HiPster

+ HI dashboard  
+ HI Sensor suite

#### Included in this license is:

- Measurement equipment HiPster
- The dashboard
- Sensor suite: turf soil measurement (10x) and weather stations (2x)
- Training by E-learning and monthly Q&A session
- Including updates

With this advanced license the grounds team is fully equipped: HW+SW, to get full insights in all characteristics for smart pitch maintenance.

3

### All-in-one measurement kit HiPster

+ HI dashboard  
+ HI Sensor suite  
+ HI Business module

#### Included in this license is:

- Measurement equipment HiPster
- The dashboard
- Sensor suite: turf soil measurement (10x) and weather stations (2x)
- The dashboard business module including event management
- Training by E-learning and monthly Q&A session
- Including updates

With this advanced license the grounds team is fully equipped: HW+SW, to get full insights in all characteristics for smart pitch maintenance.

Additional, this license gives insight in the business aspects of pitch management and how to manage the pitch for events.



Working with the groundskeeper of the Johan Cruyff Arena in Amsterdam



## Additional options

**Depending on the need, following modules can be added to the licences:**

1. Digital pitch repair
2. Extended player feedback
3. Event management

**Training & services:**

- Training - Head- and Assistant Green keeper
- Training - Expert Natural turfgrass
- Training - Artificial Lighting for sportsturf
- Service - Quick scan Perfect Pitch

All Trainings will be executed in cooperation with HAS University.



## Interested?

Would you like to see a demonstration? Or maybe get a quick scan of your pitch? Please feel free to contact us. We are here for you in case of any questions, suggestions or remarks.



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**Focus on complex business processes**