



Northern  
Ireland

# Sports Technology

Northern Ireland companies are delivering world first and market leading solutions to sports clubs globally, from online tee-time booking to advanced player analytics.

Their disruptive sports technologies are changing the game at both professional and amateur levels, across all major sports worldwide. Leading edge university-led research in the region will ensure this trend continues. For example, Ulster University's School of Sport delivers research and consultancy that is transforming health and sport performance across the globe.

## Did you know?

- **GolfNow**, the world's largest online tee-time reservation platform, has integrated software developed in Belfast, booking millions of rounds of golf internationally each year!
- **STATSports Apex Pro** player performance monitoring and analysis system, is used by the best elite sports teams worldwide including International, Premier League and UEFA Champions League soccer clubs, NBA, NFL and MLS teams.

## Key Strengths

- Performance Analytics
- Booking and Marketing
- Team Communication
- Solutions for Elite and Amateur Players

*"Assessing all available products on the market, it quickly became apparent that STATSports were the only provider who could match the ambitions of Brazil. We want to make sure we leave no stone unturned when it comes to our preparation. A key part of this preparation is the technology we use to monitor the load we are placing on our players during sessions."*

Guilherme Passos, Physiologist  
at the Brazilian Football Confederation

# Sports Technology Firms in Northern Ireland



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

Newry-based STATSports is a worldwide leader in sports performance monitoring technology, with over 500 Elite teams globally using its 'Apex Pro' system - including US Soccer; Brazil Football Confederation; European soccer clubs Liverpool, Manchester United, Manchester City, Juventus; and NFL teams Miami Dolphins and Oakland Raiders; as well as NBA and MLS teams.

Its recently launched 'APEX Athlete' system now allows competitive soccer players and other non-professional field sport athletes to reach their peak performance using the same technology as the Elite athletes. The APEX GPS Performance Pod, APEX Vest and Athlete Series App provide the ability to track live data with the choice of over 16 metrics.

## KAIROS

[www.kairostech.io](http://www.kairostech.io)

Kairos was created by an elite athlete, for elite athletes. Founded in Belfast by ex-Ireland International Rugby player Andrew Trimble, the Kairos platform helps elite sports clubs and players to own and improve their performance by aggregating scheduling, performance and analytics data in one app. Kairos untangles layers of complexity and chaos within the life of a player by simplifying preparation and providing a calmer environment to achieve clarity of mind. Kairos work with the Northern Ireland national soccer team, Sacramento Kings basketball, Ulster Rugby and Down GAA.



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

PerformanceActive International designs and builds innovative smart mobile platforms which connect electronics, sensors and mobile devices to collect and share performance data and patterns of performance. Its 'Intelligent Play' solution is a real-time golf tracking statistics platform which uses innovative GameScan™ Technology & image processing algorithms.



[www.brs-golf.com](http://www.brs-golf.com)

Belfast-based BRS Golf (a division of GolfNow, The Golf Channel and NBC Sports) is the leading provider of cloud based online tee time booking systems to golf clubs throughout UK, Ireland and the US, with over 1500 customers worldwide generating tens of millions of bookings each year.

The intuitive, cloud-based tee sheet allows golf clubs to manage bookings and maximise course utilisation without impacting members. By enabling members and visitors to book tee times online, clubs can offer variable pricing, reduce admin overhead and improve efficiency all round.



[www.incisiv.tech](http://www.incisiv.tech)

INCISIV combines in-game Virtual Reality (VR), motion sensors and sophisticated data analytics to provide an in-depth analysis of a player's ability to make intelligent, winning decisions under pressure during games. It is the go-to global expert in using VR to study decision making in sport. 'CleanSheet' trains goalkeepers to make match winning decisions under pressure. Using the power of immersive, interactive VR in a controlled environment, CleanSheet recreates and customises specific shots that improve a goalkeeper's ability to get to the right place at the right time.



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

Glofox provides an all-in-one solution for fitness studios, gyms, and global fitness franchises. The software provides member management, sales, and marketing capabilities, as well as payment processing for customers in over 50 countries. The company's Research and Development Centre in Northern Ireland supports all aspects of the platform. Thousands of businesses, from boutique studios to global gym chains, are powering their businesses with Glofox.



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

Owned by NBC Sports, SPORTSENGINE Inc is America's biggest provider of online sports management solutions, offering software to help over a million teams, clubs and league administrators to manage, connect and communicate with their athletes, parents, coaches and team managers. It has recently established a new international sales base in Belfast, focusing on sales of Team Unify – a platform for swimming clubs.



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

Performa is a performance analysis platform designed to enhance coaching insights. It helps coaches and managers analyse team and individual performance in real time, enabling them to give a more in-depth and rounded assessment. It is also a proven post-game analytics platform, great for providing insight, and explaining what players have to focus on in training and their next game.

Coaches can communicate with players even when they are not at training sessions, creating extra invaluable coaching time that wouldn't otherwise be possible. Performa features private messaging, video comments and an online player platform for one to one coaching feedback. Performa is used by a range of sports teams, amateur and professional, including soccer, rugby, hockey and tennis.

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Invest Northern Ireland, the region's economic development agency, works in partnership with investors to offer advice and financial assistance to support business establishment, growth, capability development and international competitiveness.

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[InvestNI.com](http://InvestNI.com)

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