



Product Overview/ August 2018

# The Revolution of Squash

Focus on the Fun and not the Burn!



# interactiveSQUASH

Join us on a new chapter in sports and technology

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



## OUR VISION

---

**Imagine** a completely intelligent court.

**A court** that tracks every players' moves and shots.

**A court** that provides the most advanced digital coaching with real-time feedback and statistics.

**A court** that engages players of all skills and ages with exciting new games.

**This is a court** that will expand your Squash experience like never before.

## THE PRODUCT

---



The **interactiveSQUASH** system is the ultimate upgrade for standard squash courts.

interactiveSQUASH games are designed to get players active and engaged like never before. They can now choose from a huge range of solo, cooperative and competitive games with full-color graphics and sound, all using regular Squash rackets and balls

interactiveSquash training modules assesses and coaches players in completely new ways. For the first time ever, players can track their performances with insightful statistics and analysis.

The accompanying smartphone App puts all this (and more) in the palm of your hand.

---

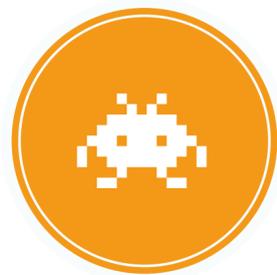
**This is squash for the 21st century -  
like you've never before experienced.**

---

## FEATURES

---

PLAY



TRAIN



COMPETE



## TRAIN

interactiveSQUASH training modules are designed to hone skills and techniques directly related to competitive squash. Players receive visual cues, feedback and audio instructions during the training modules. Players are also given real-time feedback and assessments on their performance.

---

## PLAY GAMES

Games are designed to be fun and engaging with multiple levels, bright graphics and sounds. They have been created according to the motto 'Focus on the fun and not the burn'. The result is one of the most enjoyable and engaging sports-based workouts on the market. Some games might tell a story, others allow squash players to try a new style of play - all are guaranteed to keep them coming back for more.

---

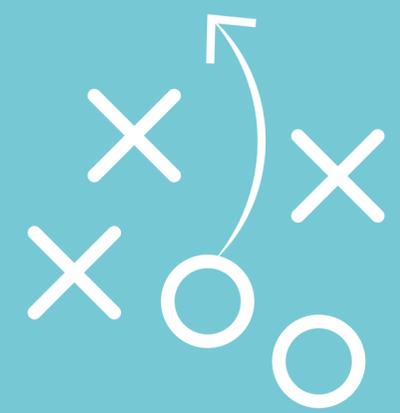




PREVIOUS  
• 38% hits, 57.6 cm, 2.07 sec  
• 33% hits, 56.6 cm, 0.35 sec  
Time: 0:09/1:00

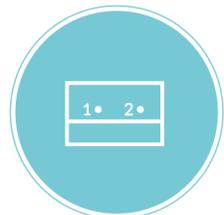


## Training with interactiveSQUASH



# TRAINING MODULES

This is a selection of the most popular training modules available on the interactiveSQUASH system. We are constantly developing additional training modules based on our client's experience and feedback.



AB SHOW



FEEDBACK



STRATEGY



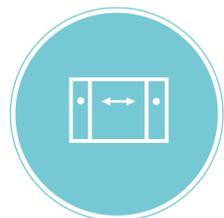
AREA\_TRAINING



AREA\_CHASE



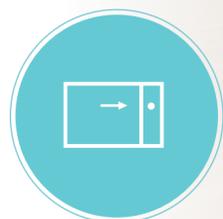
AREA\_FOCUS



BUTTERFLY



GHOSTING



LONGLINE



## TRAIN YOUR SHOTS

### ATTRIBUTES

interactiveSQUASH gives you the ability to train key attributes related to the sport.

Our training modules are equipped to give you an intensive yet fun workout and our games provide so much fun that you will spend hours on court without noticing.

Games like squash invaders and tic-tac squash cover all the bases when it comes to agility, fitness and precision.



AGILITY



FITNESS



PRECISION

## TRAINING MODULES

---

New best: 10 hits / 0.63 sec



## Training-Wall

---

**TrainingWall displays a set of interactive targets for a variety of squash shots.**

It is customisable based on the players' skills. Coaches can now set targets and analyse performance in real-time.

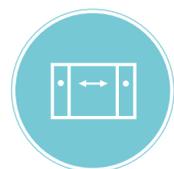


## AreaFocus

---

**AreaFocus creates the perfect environment for meaningful solo training.**

Players can select a target and receive instant feedback on their performance in 1-minute intervals.



## Figure 8

**Trains the butterfly (or figure-8) volley technique.**

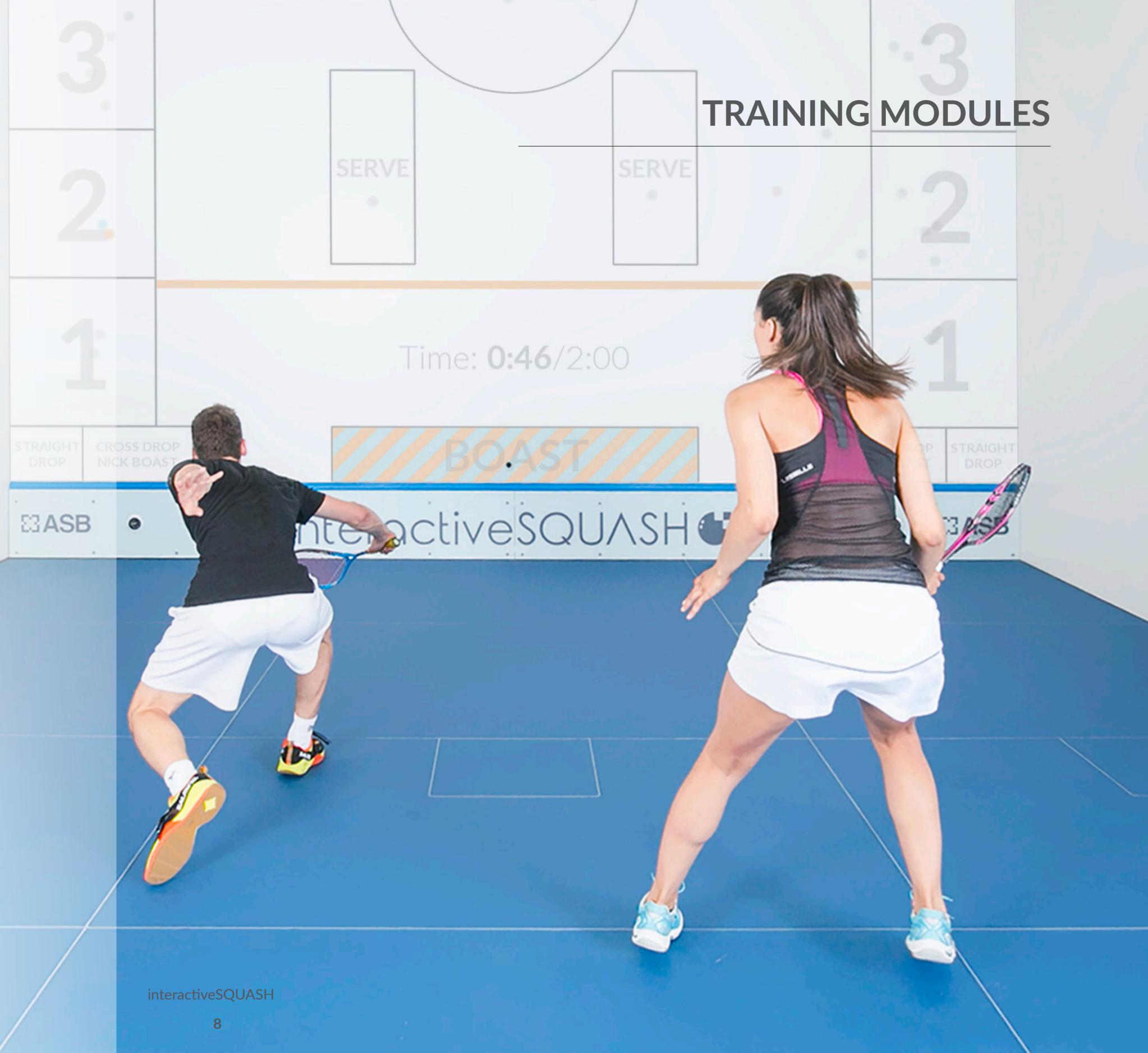
Time to beat your Butterfly record! An essential drill that focuses on opening the face of the racket. This module trains players to strike with added power and precision on their forehand and backhand. It can be played solo or in group coaching.



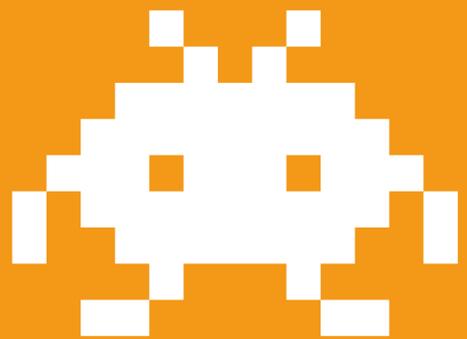
## Drive

**Trains players' accuracy and shot speed.**

Challenge your friends for a new Drive record at your Club! It adds a new challenge to classic forehand and backhand straight drives. Instant feedback shows shot speed and accuracy. This training module can be played either solo or in group coaching sessions.



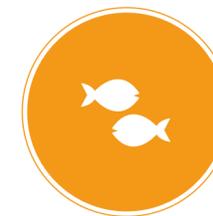
# Gaming with interactiveSquash





## GAMING MODULES

These are some of the favourite gaming modules among the many available on the interactiveSQUASH system. We are constantly developing additional games to keep you entertained.



OCEAN



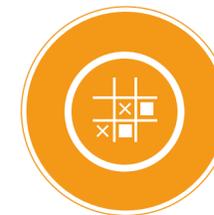
MUSIC



MONSTER



DARTS



TICTAC



MATCH



SPLASH



MOTION



HAUN DEN LUKAS



BLOCK



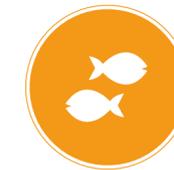
GOAL



INVADERS

## GAMING MODULES

---



## Ocean

---

**Ocean is the first interactiveSQUASH game developed for children.**

Players must tickle friendly fish and scare away bad fish. Treasure chests unlock exciting bonuses. Whacky sound effects meet simple gameplay - perfect for keeping kids active and entertained.



## Monster Match

---

**Monster Match is a puzzle game with a sporty twist.**

Pitting you and a friend against hordes of googly-eyed monsters. Match up the different colours to score points and don't forget to aim for those special bonus items.



## Squash Invaders

**Squash Invaders is an old-school arcade game with a squash-y twist.**

Save the world from invasion one squash ball at a time, build up devastating counter-attacks and set new high-scores.



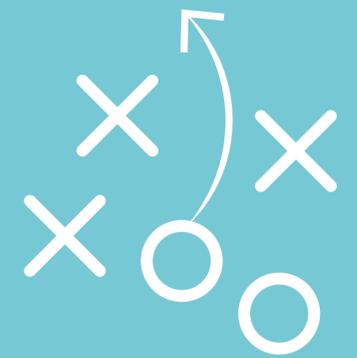
## Block Squash

**The aim of each level in BlockSquash is to carve a path for a giant sphere towards the end-zone.**

Hit the tiles to help guide the ball. Work your way through the levels and become a Block squash tactician.



## Training with interactiveSQUASH



**interactiveSQUASH works with some of the world's best coaches,** like **Shaun Moxham**, who is training players form all ages and levels at **MSquash Academy in Port New Chester, New York (USA)**.

Shaun certainly improved his coaching sessions with the system:

“interactiveSQUASH is without doubt the best coaching tool ever produced. It is only limited by our own imagination as coaches. It is a real game changer!”

---



### interactiveSQUASH helps players to focus

“65% of people are visual learners. At MSquash we choose for visual feedback and training tools as this enhances and accelerates the learning process through a better understanding and focus. interactiveSQUASH does exactly that: it gives players goals and feedback and makes their areas for improvement and their progress very visual, session after session.”



### interactiveSquash streamlines training sessions

“Being the only center so far in the world with 2 courts, we use the courts in every single group training session or clinic. We can have courts compete against eachother, work on the same goals as a team, or have the most fun games or ghosting challenges together. At MSquash, every group training session is an interactiveSQUASH session.”



### Using interactiveSQUASH in training sessions

“The game of squash involves with various height and angle variations. interactiveSQUASH is the only training tool which provides visual and interactive feedback for players of all levels.”

**InteractiveSQUASH will allow you to track your statistics** whenever and wherever you want. The app will record every game or training module you participate in and will give you instant feedback upon completion.



**Find your** nearest court



**Choose** your game



**Compete** with friends



**Share** with others

## THE APP



TOTAL score



HIT/MISS ratio



TIME taken



KCAL burnt



DISTANCE covered

The dedicated smartphone app has everything interactiveSQUASH players need to get started. Players can select games and training modules they wish to play on the court.

Off the court, they can review their statistics, see high-scores, purchase premium content, read the latest news about interactiveSQUASH, message their friends, discover nearby courts and much more!

We want you to feel informed about the proceedings in the squash world. That is why with the app you can keep up to date with the latest news in the interactiveSQUASH world, such as new courts opening, new records being set and special visits to our courts.

# COURT ADMIN

---

*After the installation is complete, the interactiveSQUASH team ensure that you are provided with continuous support.*

**Manage your Court.** You control the settings and preferences you desire for your interactiveSQUASH court.

**Add/Update Games/Modules.** You decide which games and/or training modules can be accessed.

**Track Analytics.** Access a diverse range of statistics such as detailed accounts of hours played and revenue.

**Control Advertising.** You manage your court's ad space, representing an additional source of revenue for your club or center.

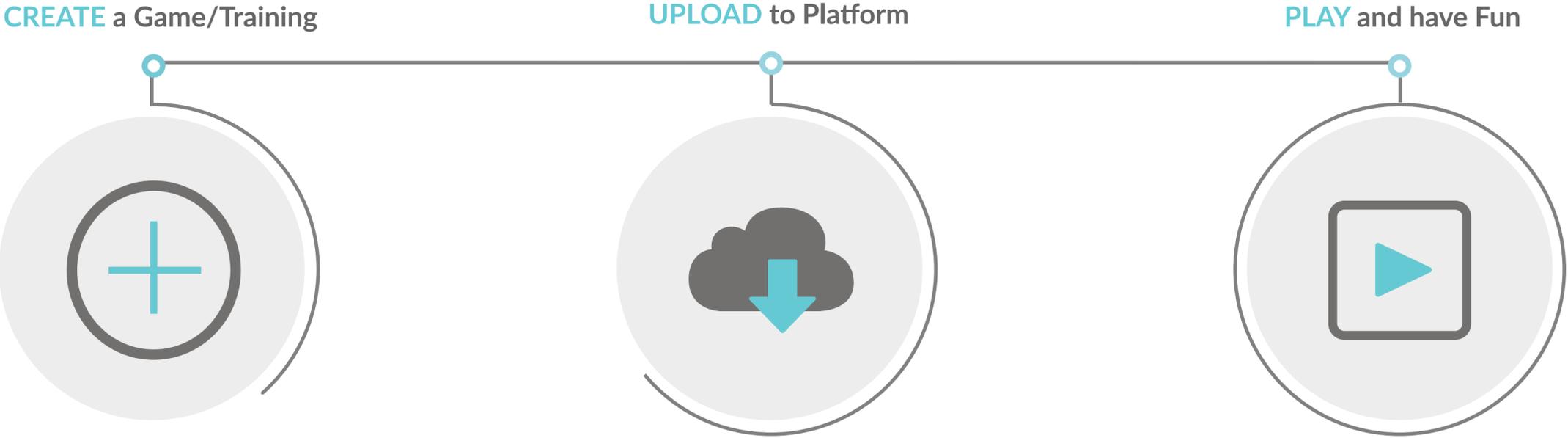


The interactiveSQUASH platform lets users browse and download new content. Some games and training modules will be available for free; others can be purchased through the platform.

interactiveSQUASH is built on open-source hardware (Linux) and we will encourage third-party developers to create their own apps. They will then have the possibility to sell their apps through the interactiveSQUASH platform.

The interactiveSquash platform is scheduled for launch in 2019.

APP STORE STYLE



# BENEFITS TO UPGRADING



- **interactiveSQUASH owners** can offer their existing clients an entirely new experience and also grow their client-base.
- **You can charge more for interactiveSQUASH** than for conventional courts use.
- **interactiveSQUASH owners** can also make their courts profitable by enabling advertising on the system.



**INCREASED** Traffic



**CHARGE** More for content



**MORE** Revenue

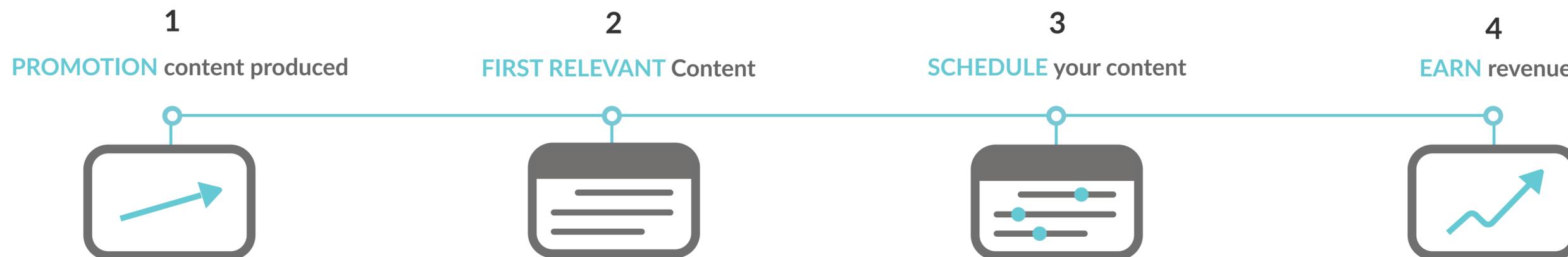
The data based on the Tennis en Squashcentrum Nieuwe Sloot in the city of Alphen.  
For more details please visit this website: <https://interactivesquash.com/downloads/>  
Netherlands updated one of their tsquash courts to an interactiveSQUASH which is operational since October 17th, 2017.

**interactiveSQUASH offers** court owners the opportunity to earn money by activating sponsored content on the system.

Activating the interactiveSQUASH Ad Network makes court owners eligible to receive a revenue share from us. The system will display a selection of relevant video advertisements at predefined intervals or even special promotional games. You will be able to filter content you don't want to show through the court admin function.

*Club and Premium subscribers can also show customised advertising content. They may earn revenue by selling this space to local businesses.*

## THE ADVERTISING MODEL



**This feature is still in development and may be subject to change.**

## Our hardware & installation



# THE HARDWARE

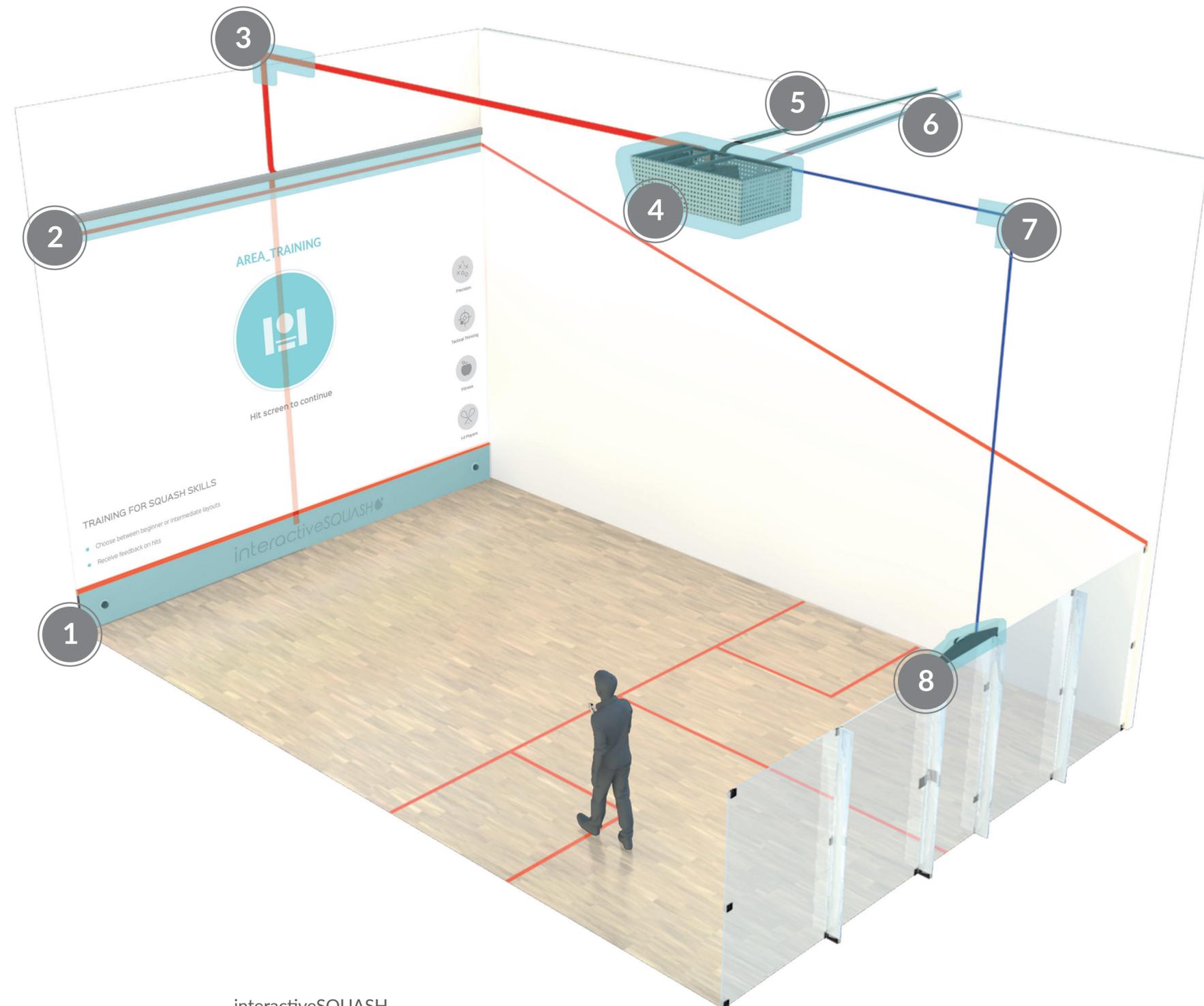
interactiveSQUASH is an all-in-one package upgrade that ships with the following hardware:

## LEGEND

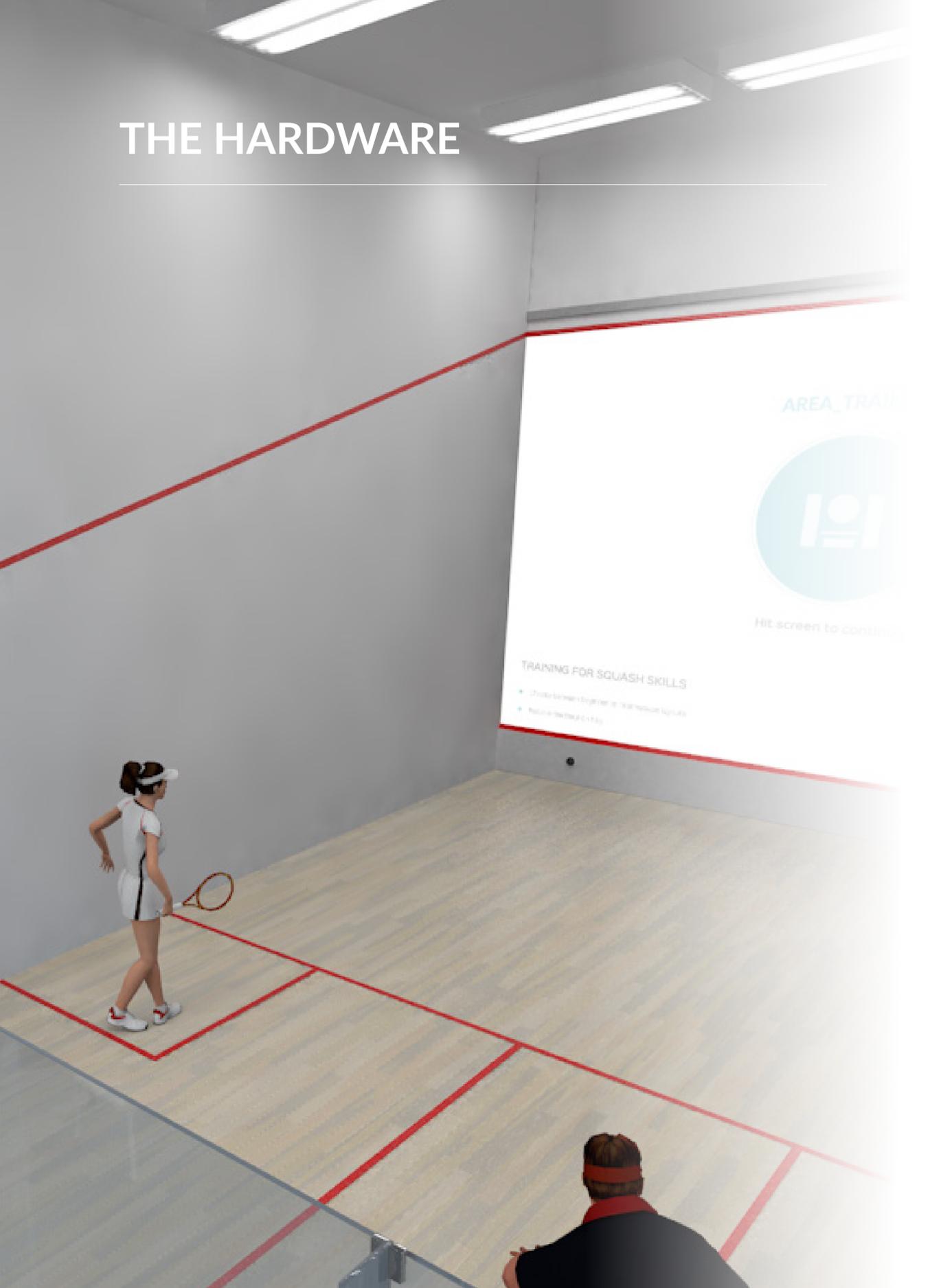
- 1 iTin (4 segments)
- 2 Upper sensor bar
- 3 Main cord
- 4 Box (mounted onto ceiling)
- 5 CAT5 Internet connection
- 6 CAT5 cable (camera connection)
- 7 AC power
- 8 Camera mount (optional)

## Requirements:

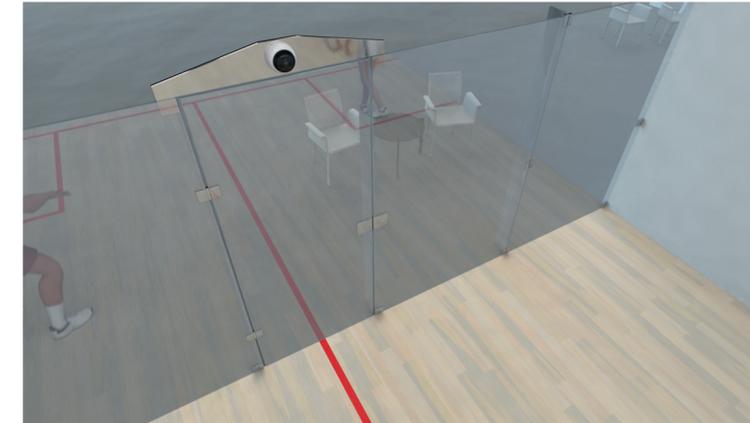
- Dedicated power outlet
- Active internet connection
- Ceiling mount space (aprox. 7 meters / 23ft from front wall)
- Ceiling must be load-bearing up to 80kg / 176lbs



# THE HARDWARE



8 Box (mounted onto ceiling)



4 Camera mount (optional)

**interactiveSQUASH** is available for purchase worldwide

Our network of sales representatives from all over the world will guarantee that your court is upgraded with attention to the highest standards of quality.

# LICENSES

interactiveSQUASH court owners are required to pay a monthly recurring license fee. These fees guarantee the continued development of interactiveSQUASH features, content and updates.

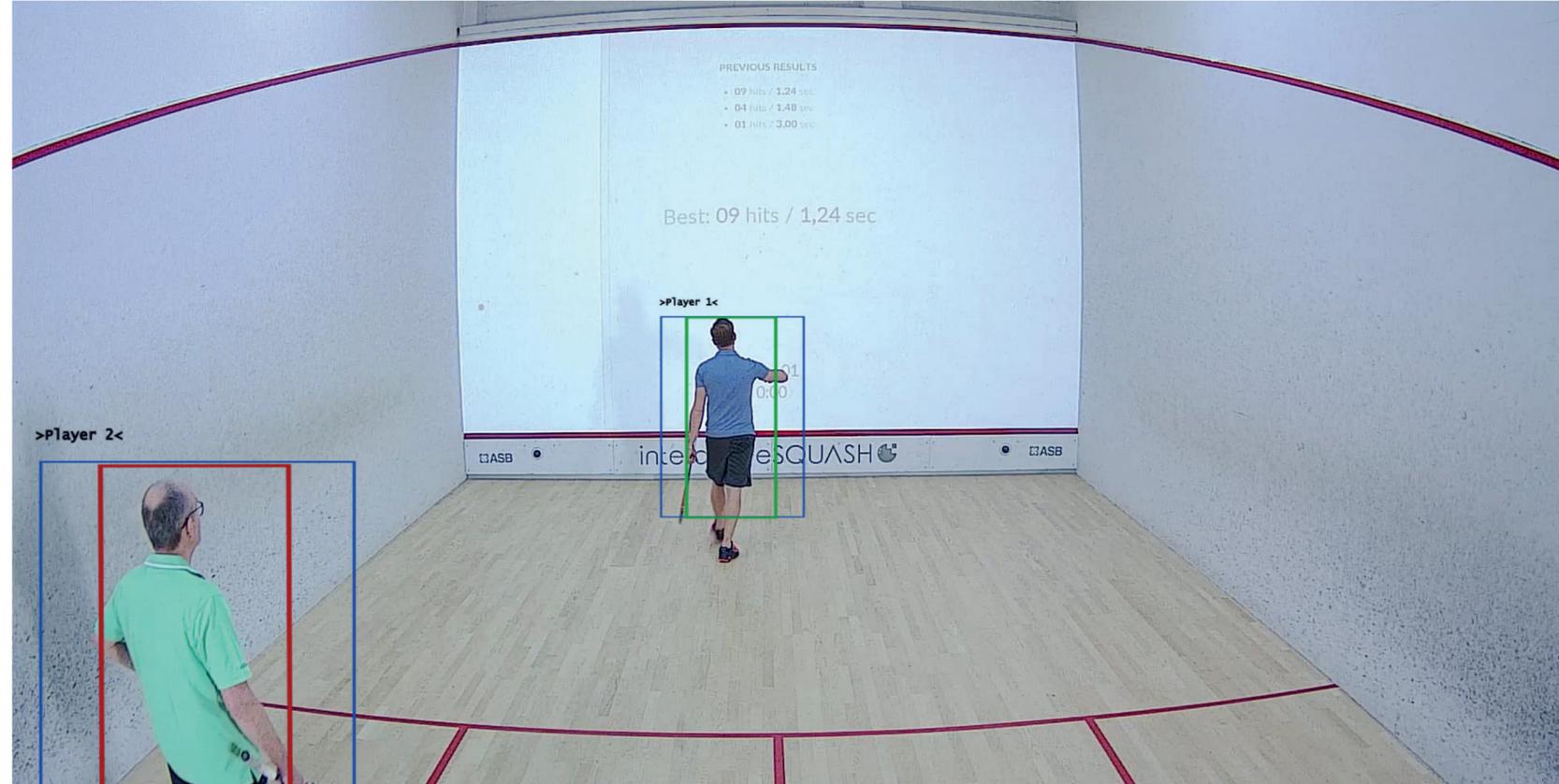
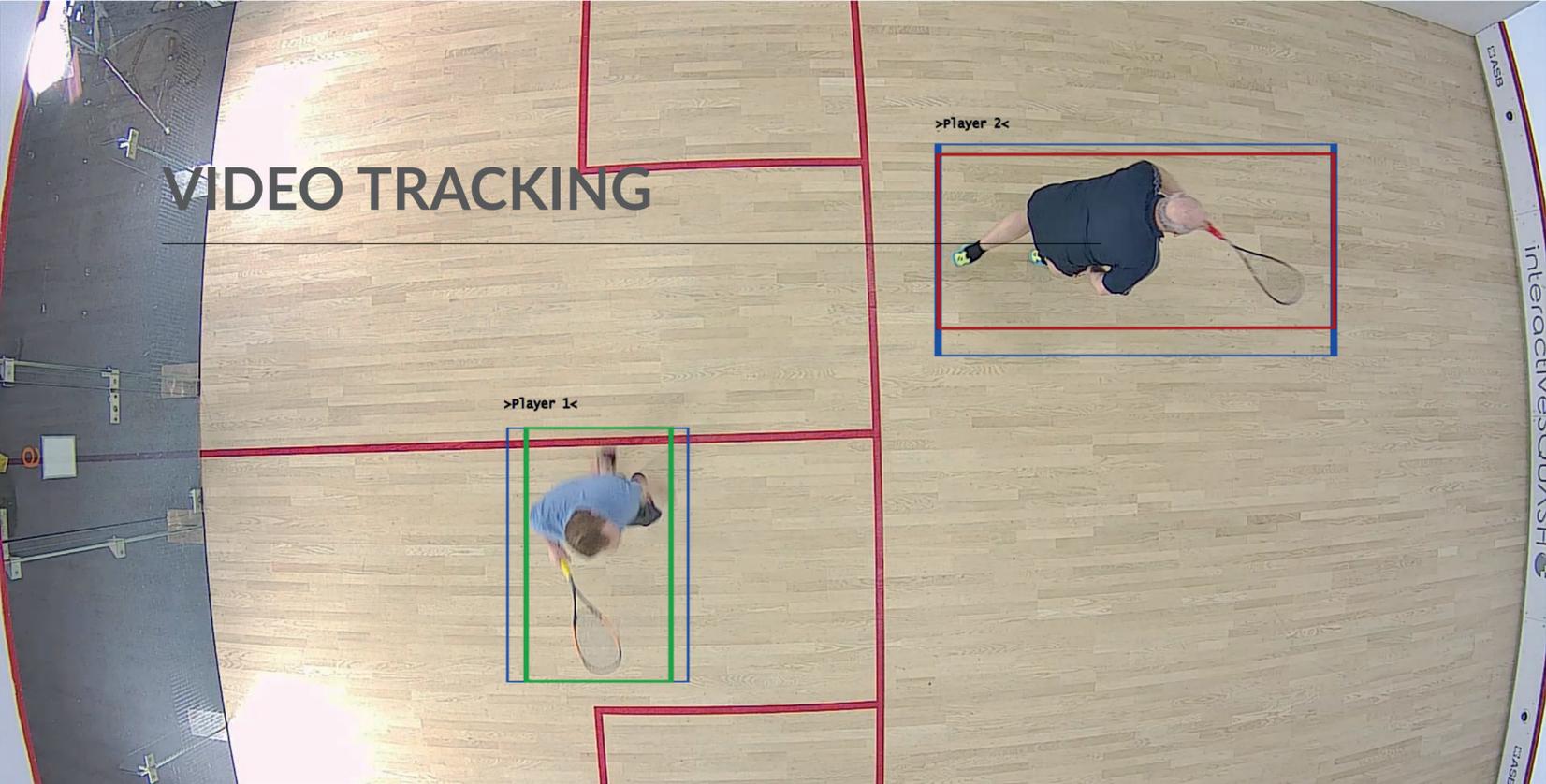
	BASIC	FULL	EDUCATIONAL
<b>APPS</b>	FREE STANDARD APPS Extra apps are paid for by players	FREE STANDARD APPS Extra apps are paid for by players	ACCES TO ALL APPS
<b>ADVERTISING</b>	*REV.SHARE	CUSTOM ADS/OPTIONAL *REV.SHARE	OPTIONAL *REV.SHARE
<b>UPDATES</b>	INCLUDED	INCLUDED	INCLUDED
Monthly/Yearly Fees	3,5 € per hour played	299,-/2870,-*	125,-€

\* 20 % discount on annual license fee, when paid up-front

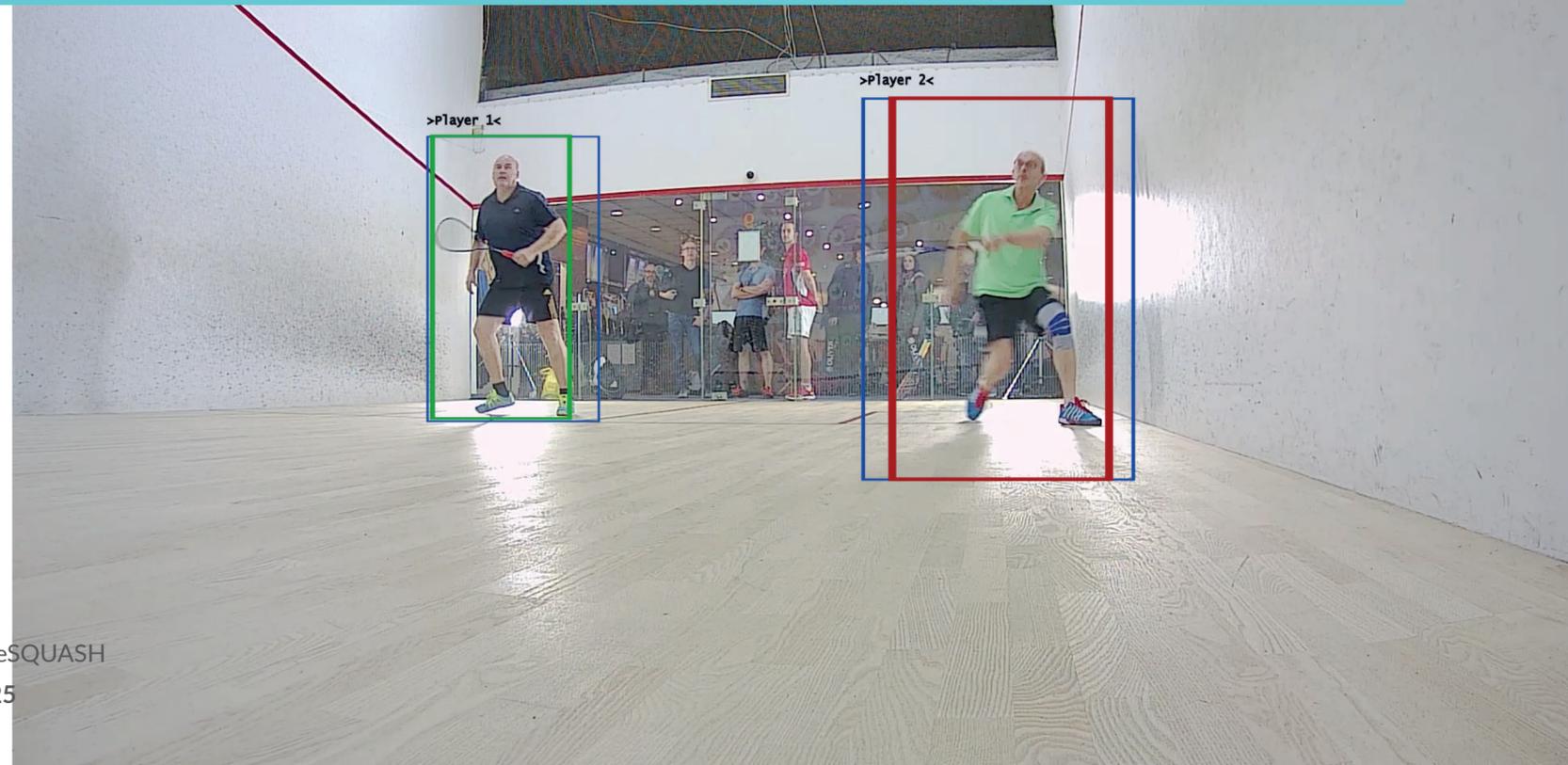
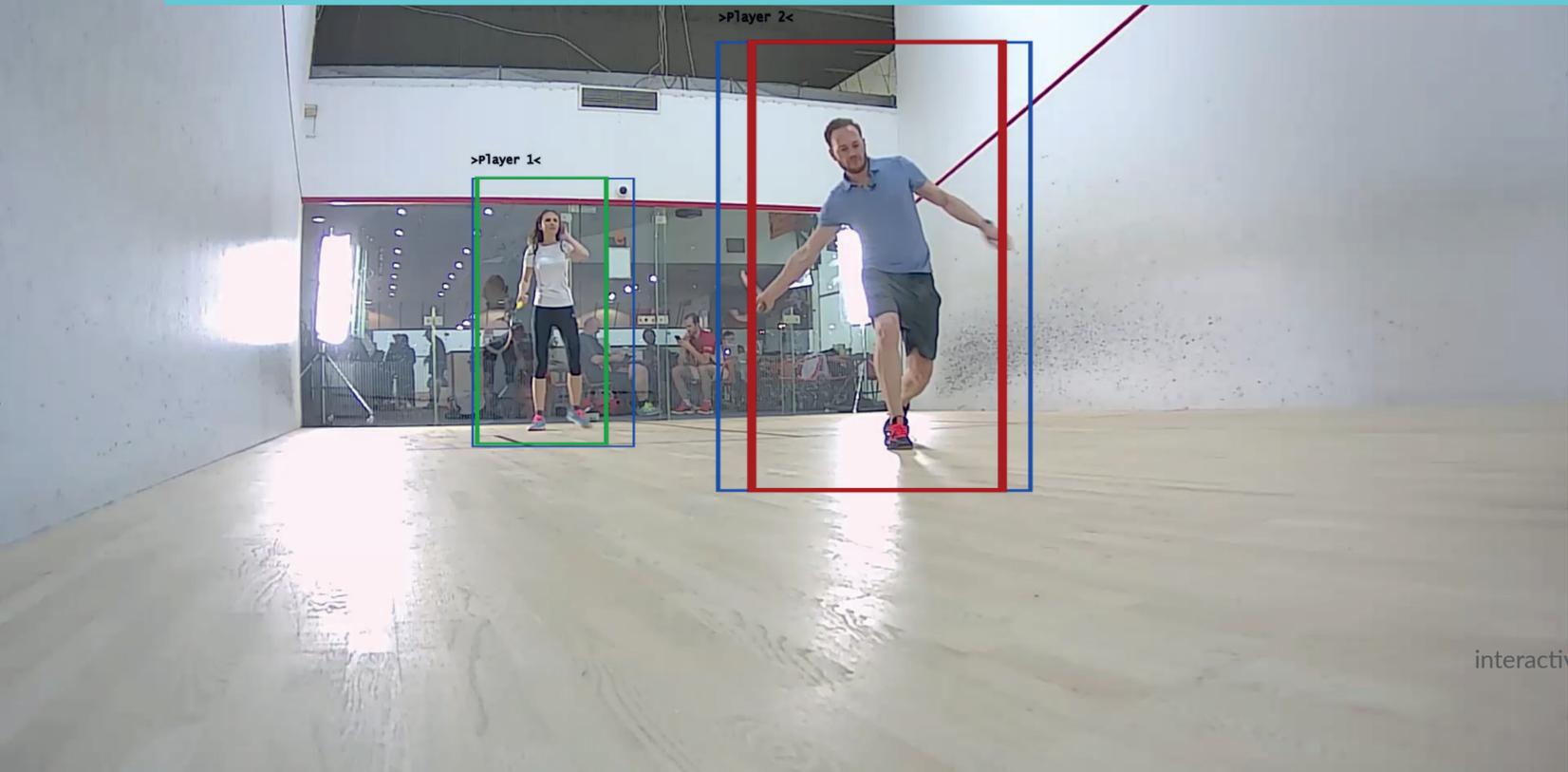
Prices: as of June 15th 2018. (subject to change until sign up)

LIFETIME LICENCE 13.000,-  
LIMITED STARTING OFFER

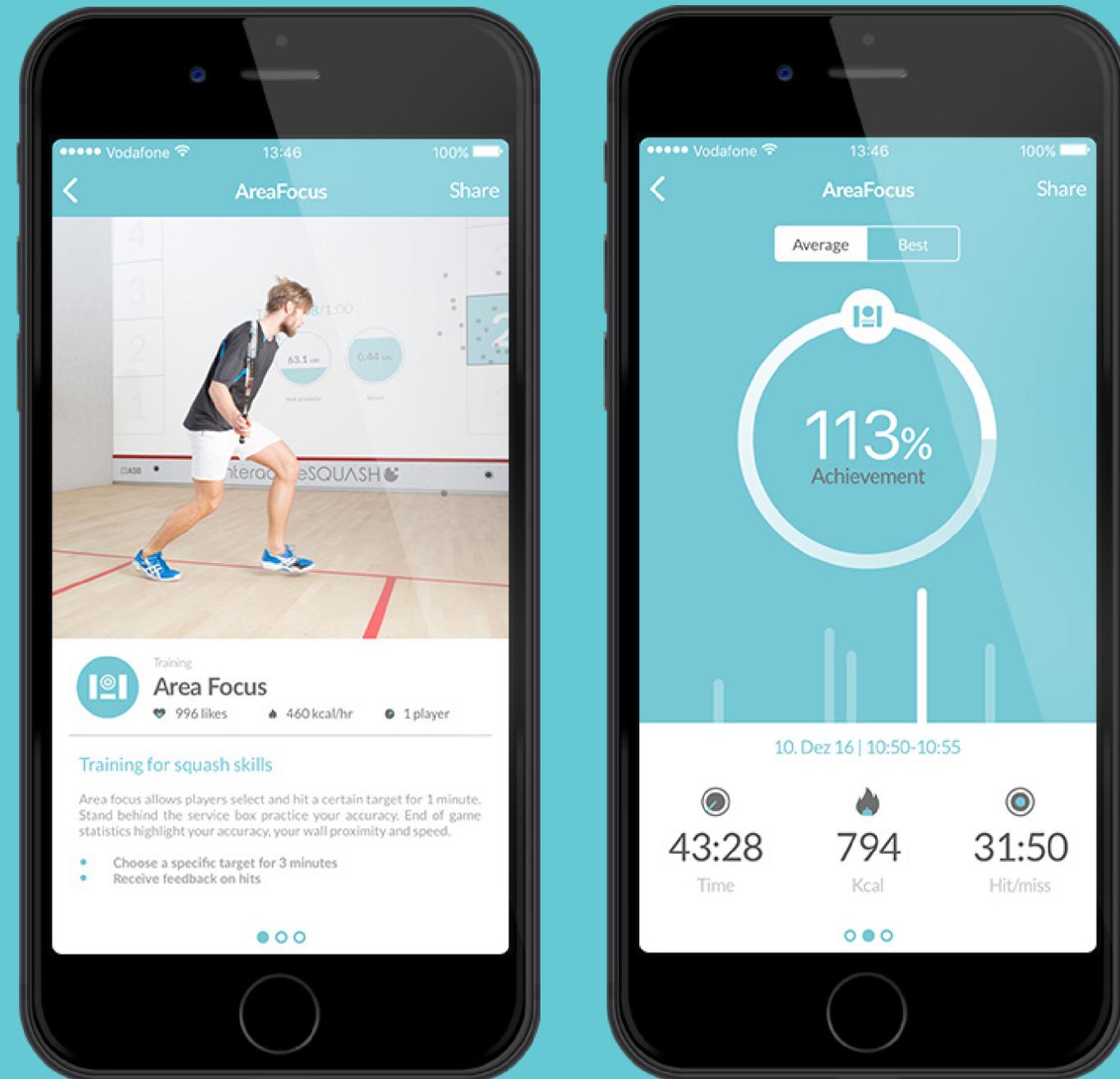
# VIDEO TRACKING



**InteractiveSQUASH offers** high tech video tracking so you can train your skills effectively and efficiently, compete with friends and become the best.

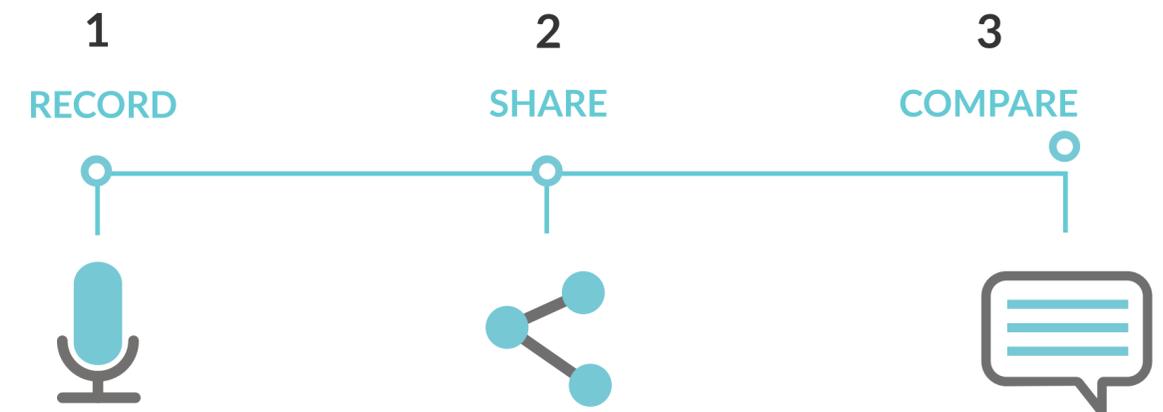


## VIDEO TRACKING



The interactiveSQUASH system features full-video motion tracking and player analysis.

Players can record their matches and games to share their greatest moments with friends on social media. Coaches can use the recordings to analyse aspects of their students' gameplay.



We also have upcoming features which we will be able to track including foot movement, the speed you actually move on the court and wall proximity. You can be sure that interactiveSquash will give you the best feedback currently available on the market.

# PLATFORM FOR ADVERTISING

The image shows a large interactive wall display in a room. The display is divided into several sections:

- Top Section:** A row of seven circular icons representing different training or game categories. Below them is the word "TRAINING".
- Middle Section:** A large rectangular area with a blue border and diagonal lines, containing the text "LOGO/PICTURE/VIDEO".
- Bottom Section:** A row of eleven circular icons representing different games. Above them is the word "GAMES".
- Left and Right Sidebars:** Vertical panels with the text "Switch to Training" and two chevron icons (one pointing up, one pointing down).
- Bottom Center:** Two hand icons flanking the text "Touch wall to select".
- Bottom Edge:** A dark grey strip with the ASB logo on the left and right, and the text "interactiveSQUASH" in the center.

## PLATFORM FOR ADVERTISING

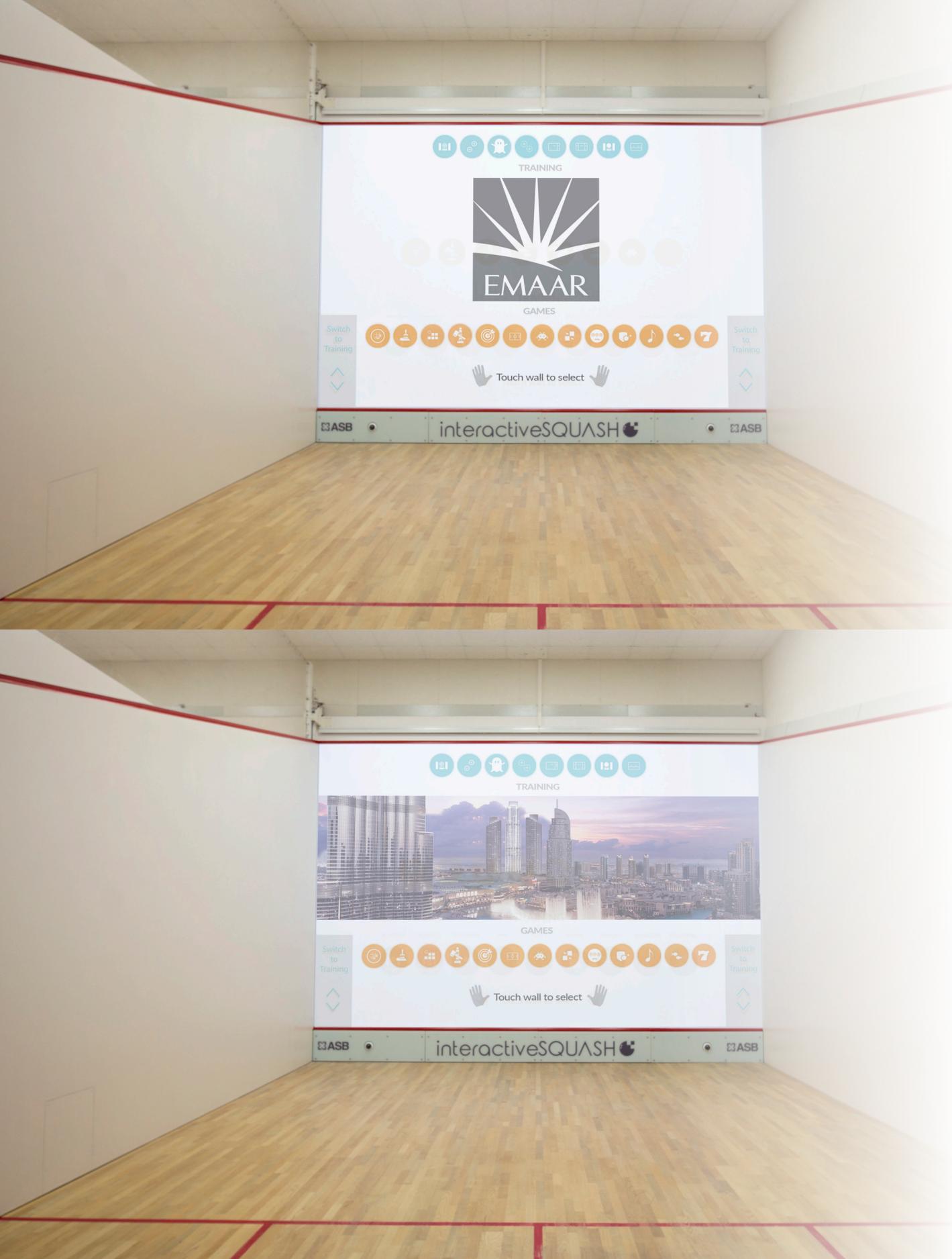
---

**With interactiveSQUASH you have the most effective way to display your Club's or Sponsor's logo, directly on the Menu.**

By capitalising on the most premium area of your club, the front-wall, you will gain create a highlight for any brand associated with your business.

Adjust or change the image with a simple click via your very own Court Admin portal.

Time to say goodbye to outdated stickers and welcome the new way of advertisement on court with interactiveSQUASH.



# FAQ'S

---

## Can I play regular squash on an interactiveSQUASH court?

Yes. InteractiveSQUASH is an upgrade for regular Squash courts, adding multiple features but allowing you to still play Squash normally as well.

---

## Can I use my regular squash racket and balls on an interactiveSQUASH court?

Yes. Players require no special equipment to get the best experience.

---

## What is the image on the front wall of the interactiveSQUASH court?

Many people have asked if the image on the front is from an embedded screen or, if the image you see on the front wall of an InteractiveSQUASH court is a projected image. The source is a ceiling-mounted projector.

The system uses the very latest generation of Panasonic laser-diode projectors to produce a clear, crisp image even in the bright lighting conditions required by squash courts. Unlike regular LED projectors, laser-diode projectors are practically maintenance-free.

---

## Can I upgrade my existing court to interactiveSQUASH?

Yes, the InteractiveSQUASH system is a turnkey upgrade which integrates with (nearly) any existing squash courts. If you are interested in upgrading please contact our [sales](#) team.

## Is interactiveSQUASH portable?

No. InteractiveSQUASH is a fixed installation.

---

## How do I install interactiveSQUASH?

Installation is arranged exclusively through our sales agents and distribution partners. They (or a representative of their global partner network) will handle to logistical considerations over the course of the sales process.

---

## How long does the upgrade process last?

Upgrading to InteractiveSQUASH can take as little as 48 hours, depending on the circumstances and condition of the court in question.

---

## Do I need an active internet connection for interactiveSQUASH?

Yes. To receive the latest content and updates, the InteractiveSQUASH system must be have an active internet connection.

---

## How much does interactiveSQUASH?

If you are interested in receiving a quote for an InteractiveSQUASH system, please get in touch with our sales team by sending an e-mail to [sales@funwithballs.com](mailto:sales@funwithballs.com).

# ABOUT US

---



## Funwithballs GmbH

Product overview: version 1.3.0

### CEO & Founder

Markos Aristides Kern

### Content & Editors

Thomas Draper

Daniel Read

Markos Kern

### Design, Layout & Concept

Daniel Read

## Photography

Markos Kern

Daniel Read

## Printing

FlyerAlarm GmbH, Alfred-Nobel-Str. 18,  
97080 Würzburg

## Technical workings

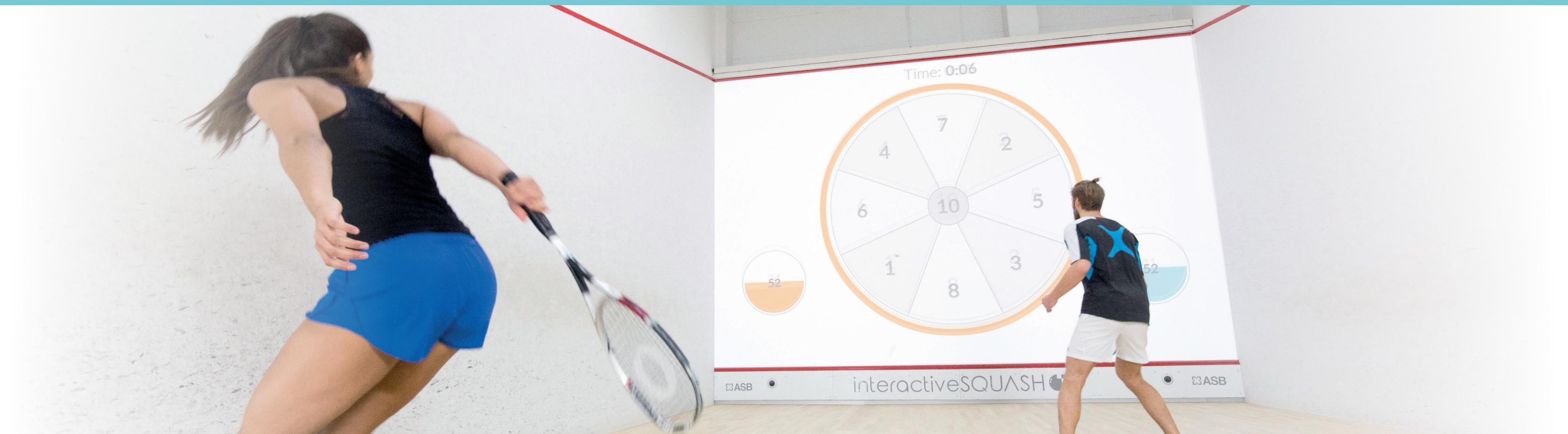
Benjamin Piltz

Thomas Ten Cate

# Have we garnered your interest?

Check out more about interactiveSQUASH on our website or get in touch with our sales team so we can help bring interactiveSQUASH to you.

*Sales@funwithballs.com*  
*www.interactiveSquash.com*





## Fun With Balls GmbH

+49 (0) 89 323 099 61  
mail@funwithballs.com  
Gyßlingstr. 72 80805  
Munich, Germany

## Follow us on:



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

## CEO & Founder

Markos Aristides Kern