

Product Overview

The Revolution of Squash

Focus on the Fun and not the Burn!

FWB

interactiveSQUASH

Join us on a new chapter in sports and technology

www.interactiveSquash.com



interactiveSquash
is a ground-breaking sports product brought to you by Fun With Balls GmbH - in partnership with ASB SquashCourts.

CONTENTS

5
Our Vision

6-7
The Product

10
Features of interactiveSquash

11-14
Training Modules

15-18
Gaming Modules

19-20
Coaches

21-22
The App

23
The Platform

25
Benefits to Upgrading

26
Advertising

26-29
Hardware and Installation

3o
Licenses

31-32
Video Tracking

33-34
Frequently Asked Questions

35
Contact

OUR VISION

Imagine a completely intelligent court.

A court that tracks players' every move and shot.

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 you've never before experienced.



“The revolution of squash”

Ramy Ashour



THE PRODUCT

The interactiveSquash hardware system upgrades standard squash courts with digital training and games functionality.

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 the same racket and balls used in regular squash.

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.**

PLAY

TRAIN

COMPETE





TRAIN

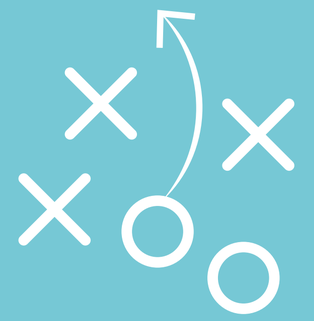
interactiveSquash training modules are designed to hone skills and techniques directly related to competitive squash. Players receive visual cues, feedback and audio instructions during the training modules. Players are also given real-time feedback and assessments on their performance.



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 are just to let squash players try a new style of play - all are guaranteed to keep them coming back for more.

Training with interactiveSquash



TRAINING MODULES

These are just a sample of the many training modules available for the interactiveSquash system. More training modules are under development and coming soon.

AB SHOW

FEEDBACK

STRATEGY

AREA_TRAINING

AREA_CHASE

AREA_FOCUS

LONGLINE

BUTTERFLY





TRAIN YOUR SHOTS

ATTRIBUTES

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

Whilst our training modules are equipped to give you an intensive yet fun workout, our games also give you that fluency that you crave when it comes to improving your sporty attributes.

Games like squash invaders and tic-tac squash will certainly tick the boxes when it comes to agility, fitness and precision.

AGILITY

FITNESS

PRECISION

SHOT TYPES

With interactiveSquash you can train specific shot types depending on what you need to improve.

DRIVE

LOB

SERVICE

RETURN

CROSS

DROP

BOAST

VOLLEY

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

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.



Butterfly

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

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.

Long-Line

Trains players' accuracy and shot speed.

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 just a sample of the many games modules available for the interactiveSquash system. More gaming modules are under development and coming soon.

OCEAN

MUSIC

MONSTER

DARTS

TICTAC

MATCH

SPLASH

MOTION

BILLIARD

BLOCK

GOAL

INVADERS

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

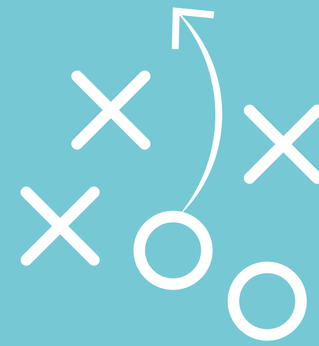
Block Squash

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



About Carola Weiss

Carola's credentials include playing in the National German Squash League, coaching players in the Bavarian Junior Squash Leagues and working with pros.

Carola considers working with beginners to be the most rewarding aspect of coaching. "Seeing them develop a greater skill-set under my guidance and helping their enthusiasm for the sport grow is what I love most about my job.

interactiveSquash helps players to focus

Carola began using the first interactiveSquash system in summer 2016. "Once you start training junior players with interactiveSquash, they want to stay in the court longer," she explains. "They have sharpened focus. They want to learn, and this makes progression much faster."

interactiveSquash streamlines training sessions

interactiveSquash enables coaches to record and analyse every shot or move. "It is more effective because it shows people where they have to play versus where they actually play giving a much clearer impression of where their level lies."

Using interactiveSquash in training sessions

Carola currently employs a mix of tradition-al training and interactiveSquash modules to create a balanced coaching experience.

"interactiveSquash really helps when I'm trying to tell people how to play. If they want to hit a hard straight drive, or a soft service, it's easier for me to explain what exactly they should aim for."

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

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.



THE COURT ADMIN

After 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.

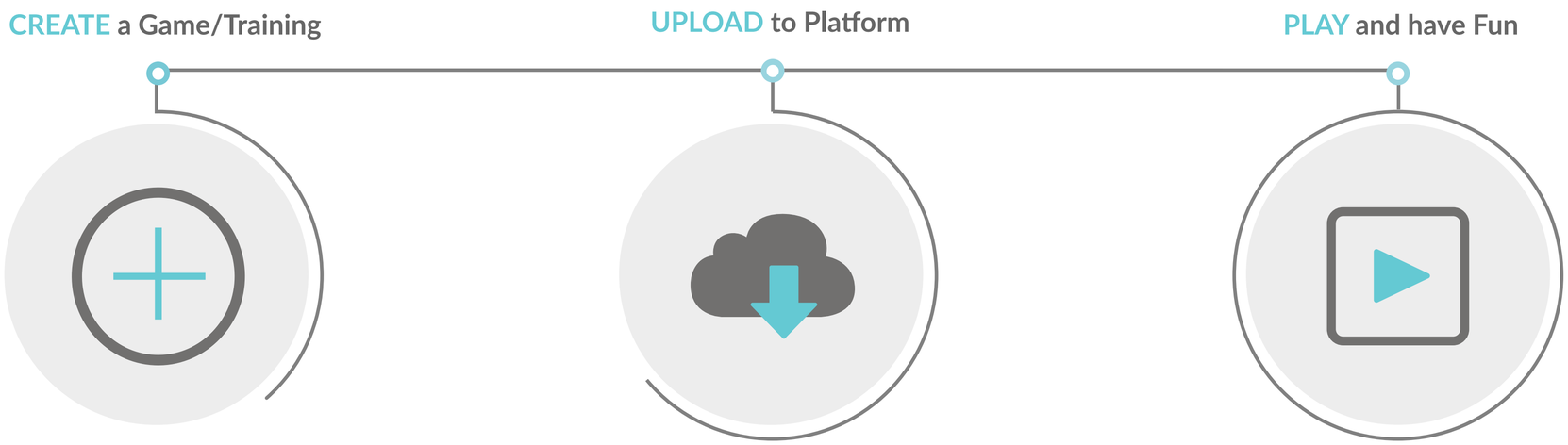
THE PLATFORM

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.

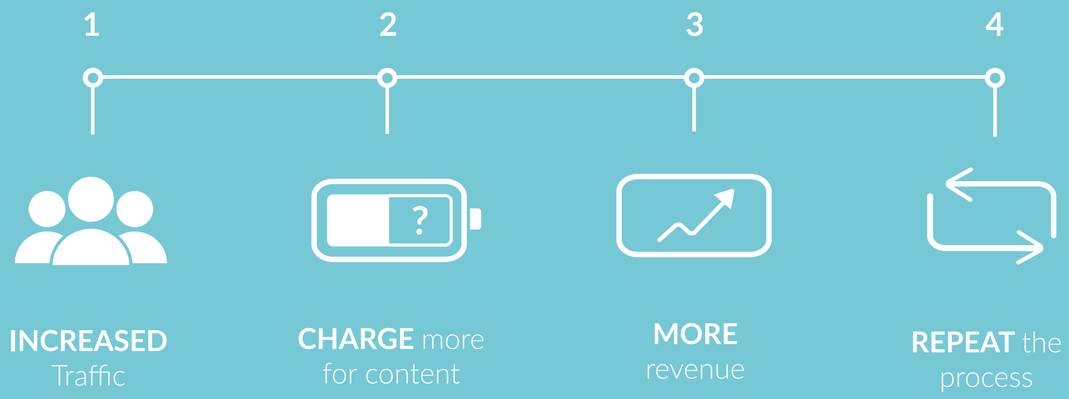
The interactiveSquash platform is scheduled for launch in 2017.

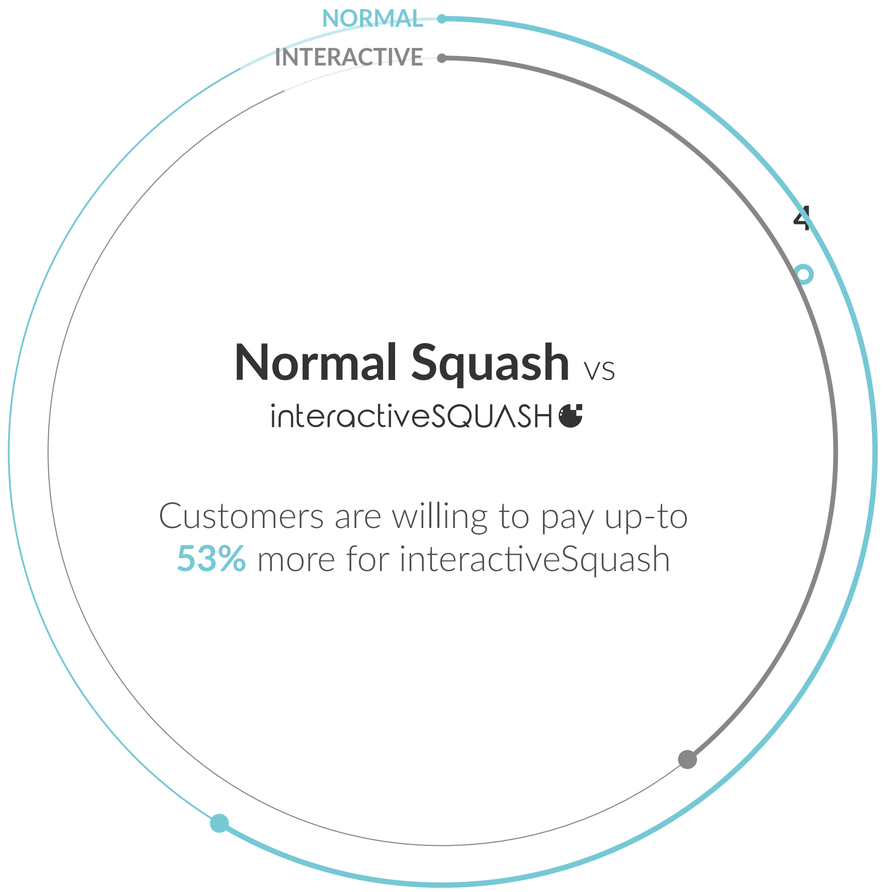
APP STORE STYLE



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 on their conventional courts.
- **interactiveSQUASH owners** can also make their courts profitable by enabling advertising on the system.





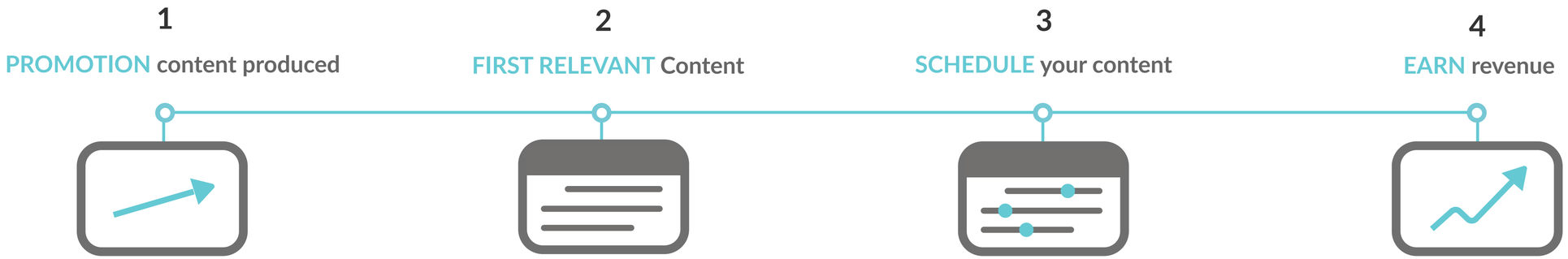
ADVERTISING

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

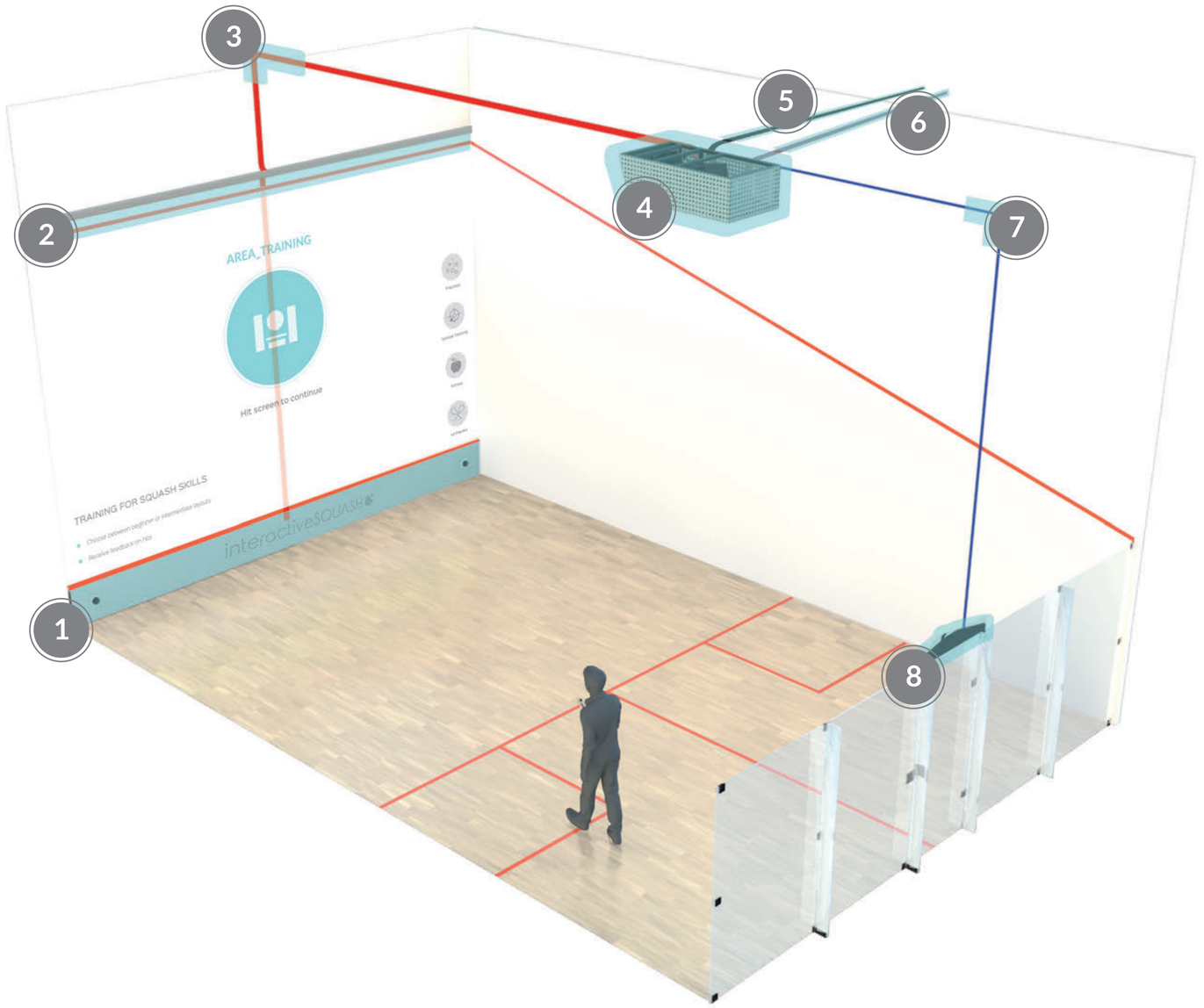


THE HARDWARE

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:

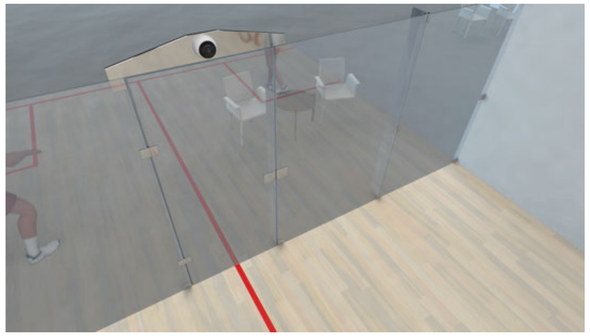
- Dedicated power outlet
- Active internet connection
- Ceiling mount space (aprox. 7 meters / 23ft from front wall)
- Ceiling must be load-bearing up to 80kg / 176lbs



THE HARDWARE



8 Box (mounted onto ceiling)



4 Camera mount (optional)

interactiveSquash is available for purchase worldwide

(Sales and Distribution of the system is coordinated through
ASB SquashCourts)

Their network of sales representatives from all over the world will guarentee 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	PREMIUM	EDUCATIONAL
APPS	FREE STANDARD APPS Extra apps are paid for by players	FREE STANDARD APPS Extra apps are paid for by players	ACCESS TO ALL APPS	ACCESS TO ALL APPS
ADVERTISING	*REV. SHARE	CUSTOM ADS / OPTIONAL *REV. SHARE	CUSTOM ADS / OPTIONAL *REV. SHARE	OPTIONAL *REV. SHARE
UPDATES	INCL.	INCL.	INCL.	INCL.
Monthly / Yearly Fees	2 € per hour played	299,- / 2691,-*	499,- / 4491,-*	125,-€ *offset with adverts

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

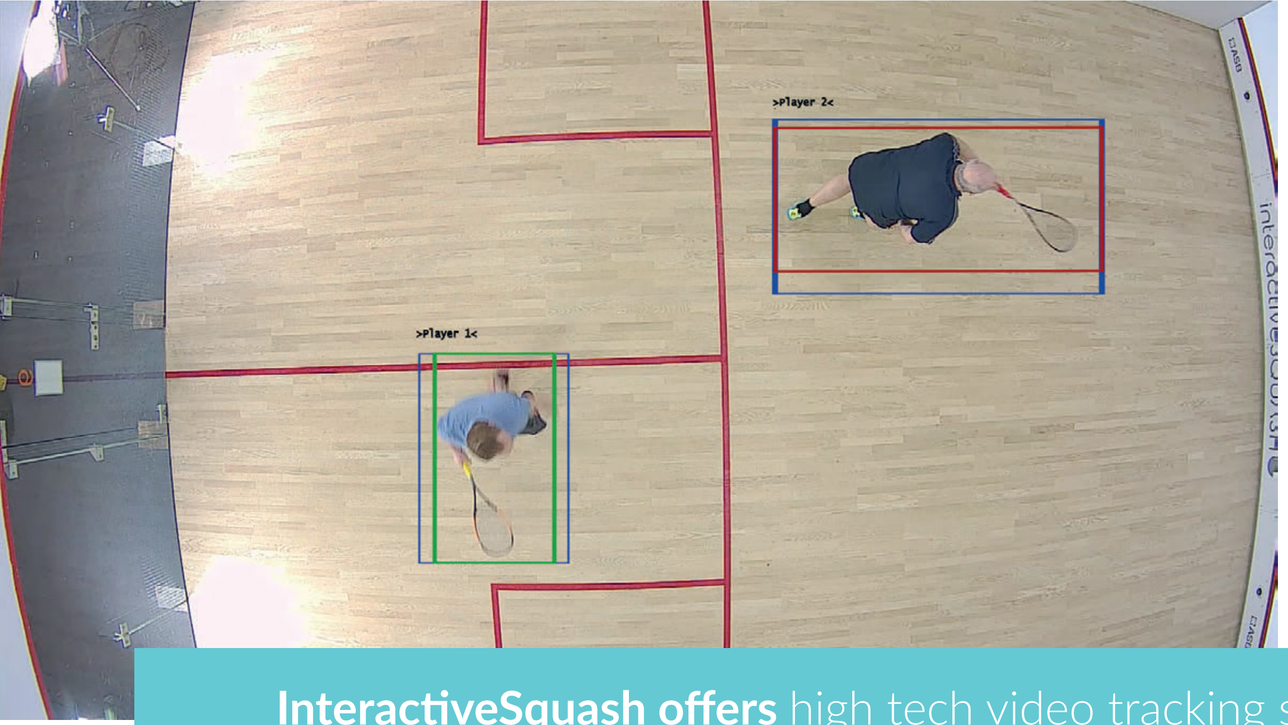
Prices: as of December 15th 2016. (subject to change until sign up)

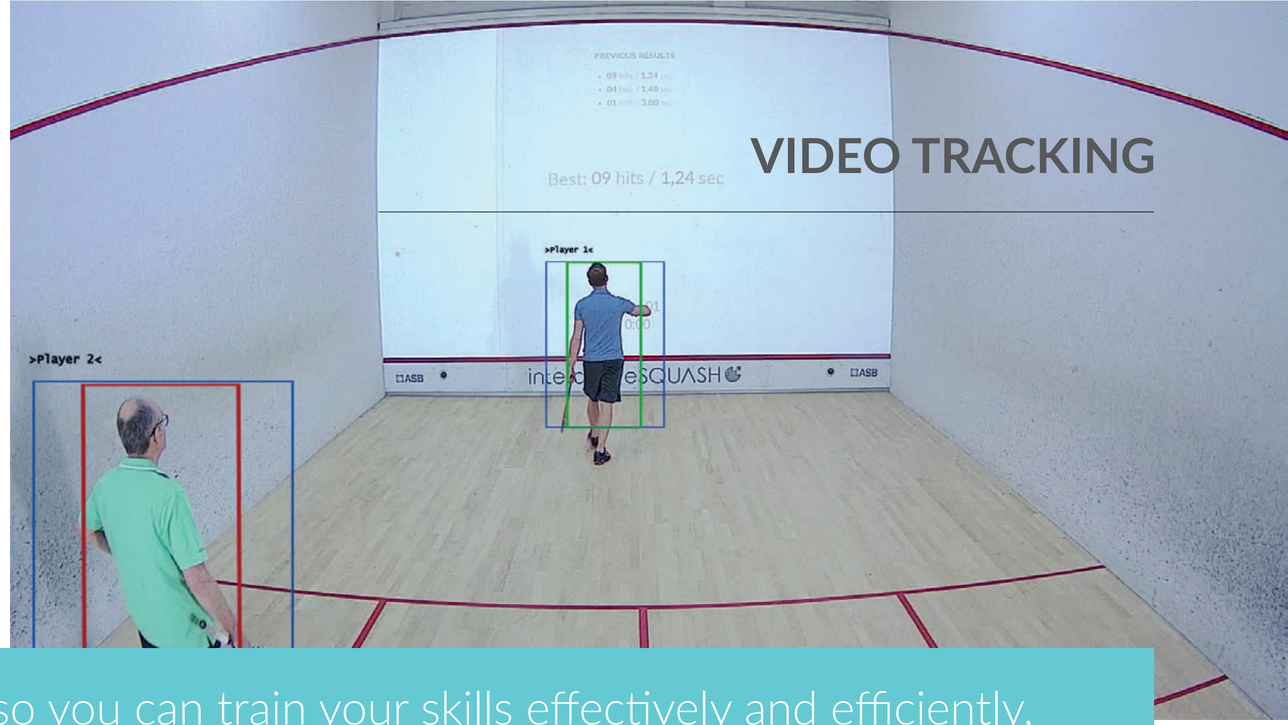
MAINTENANCE & LONGEVITY

- 24/7 Use
- No Maintenance/No filters
- 6-8 year Life Span
- 20,000 hours of use

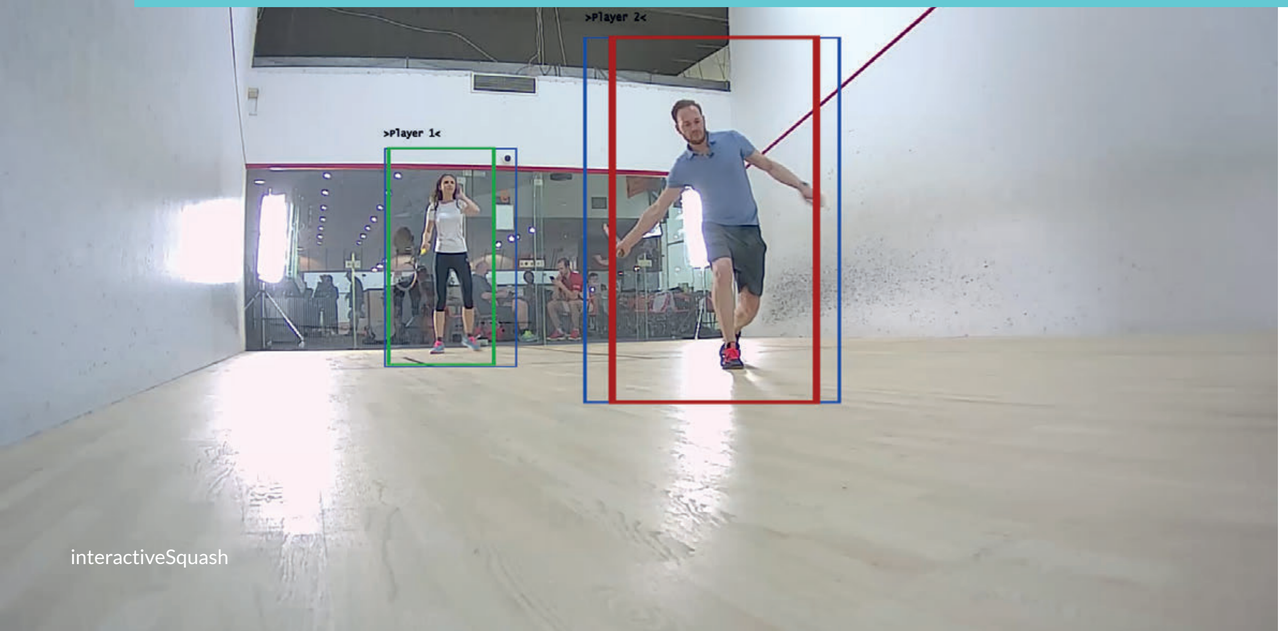


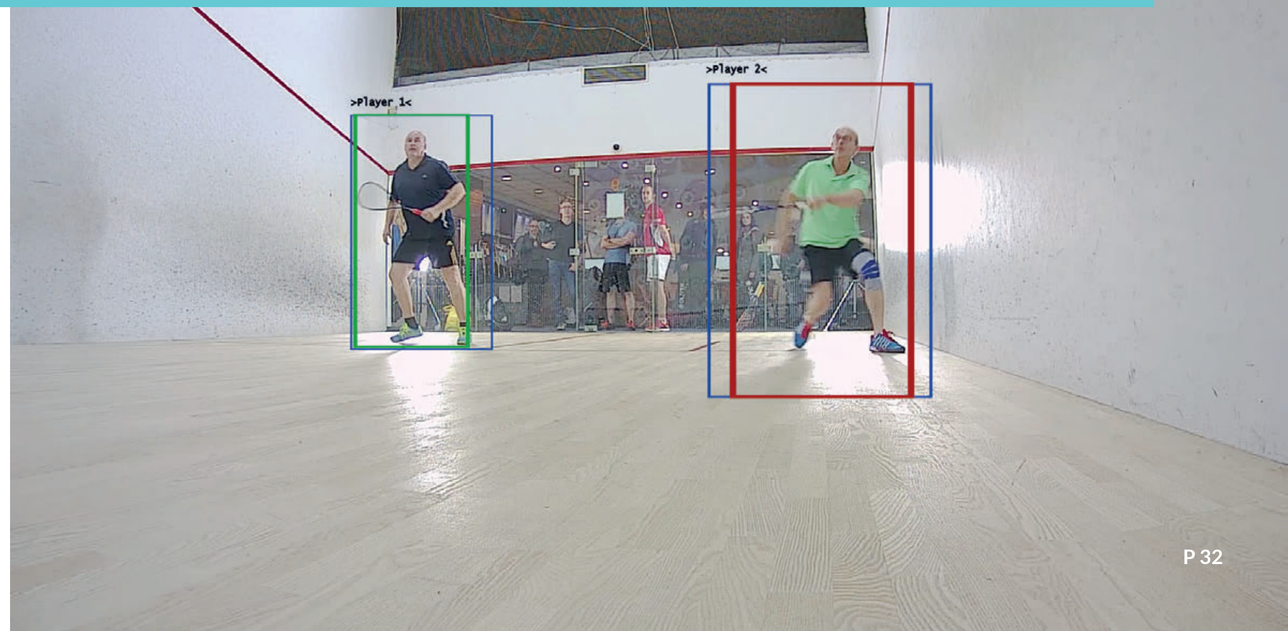
VIDEO TRACKING

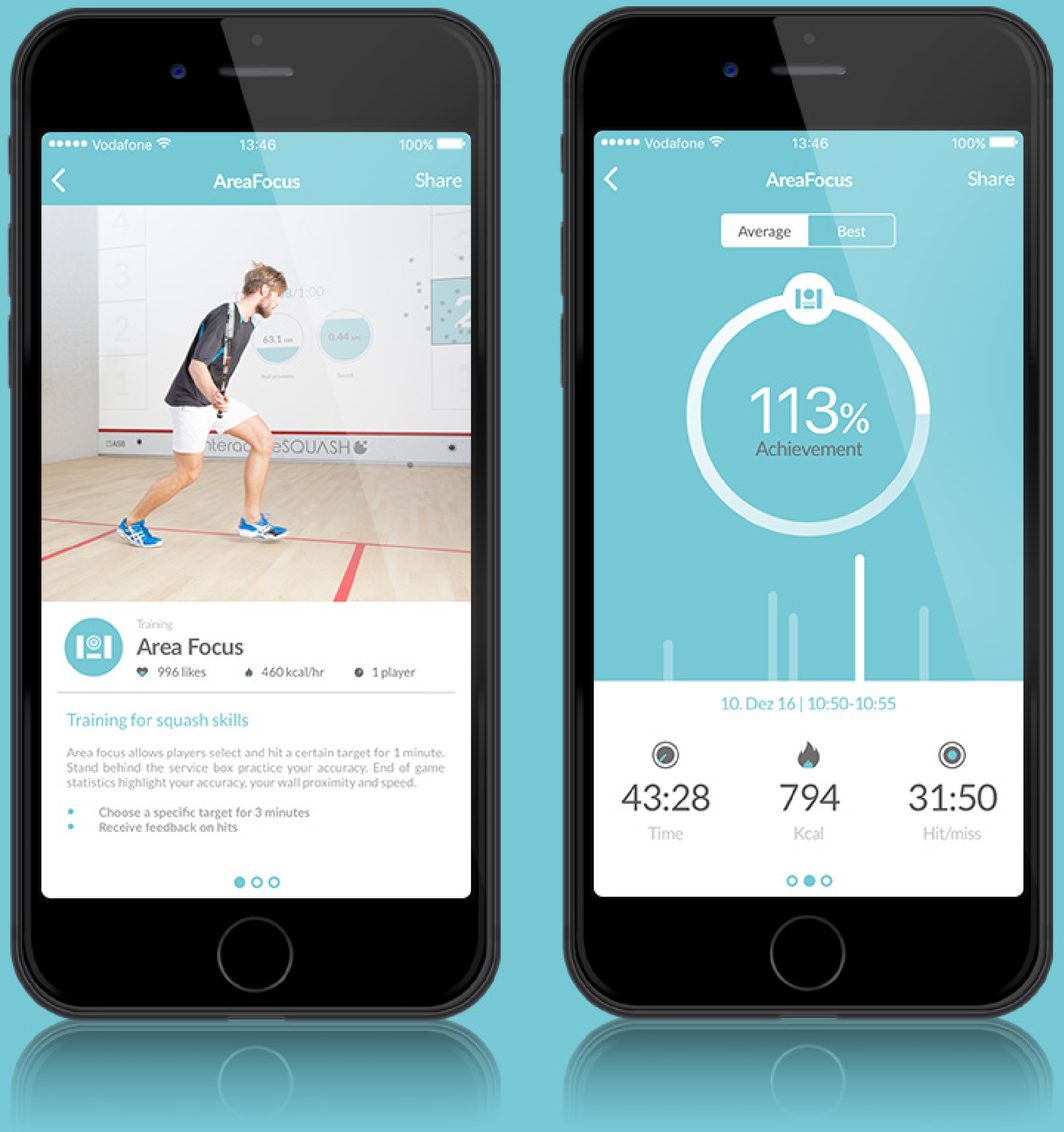




InteractiveSquash offers high tech video tracking so you can train your skills effectively and efficiently, compete with friends and become the best.



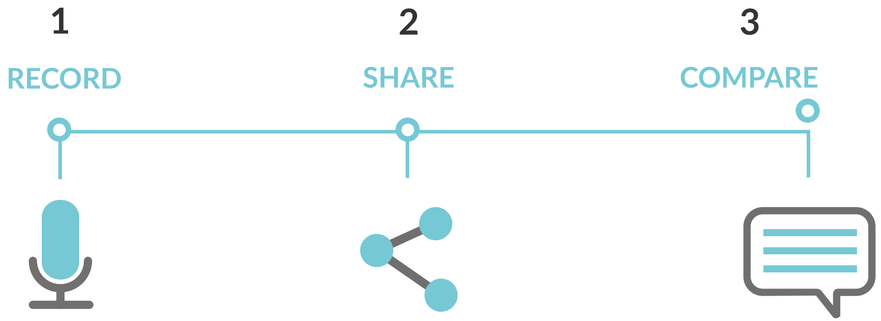




VIDEO TRACKING

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 type of feedback that is currently available on the market.

FAQ'S

Can I play regular squash on an interactiveSquash court?

Yes. A squash court with interactiveSquash functionality has the same size and dimensions as a regular squash court.

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, they 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.

FAQ'S

Is interactiveSquash portable?

No. interactiveSquash is a fixed installation.

How do I install interactiveSquash?

Installation is arranged exclusively through our sales and distribution partner – ASB Squash Courts. 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 cost?

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.*

ABOUT US

FWB

In partnership with

ASB SquashCourts

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 Wurzburg

Technical workings

Benjamin Piltz
Thomas Ten Cate

Have we garnered your interest?

Why not 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



Are



Fun With Balls GmbH

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

Follow us on:

www.interactiveSquash.com

CEO & Founder

Markos Aristides Kern