

Press release

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Real life video game system interactiveSquash announced winner of an ISPO BRANDNEW Award, BEST PRODUCT IN CATEGORY: FITNESS

"We are thrilled to receive this recognition on our effort to revolutionise a classic sport and bring it into the digital age." says Markos Kern, CEO of Fun With Balls GmbH. "Receiving one of the most renowned sports awards while actually being a tech startup is amazing! We think this is only the beginning of a much greater development in tech and sports, creating an entire new form of gaming. A year ago we was a total outsider in the squash world, today we are shaping the future of a whole sport. This achievement highlights, how a great idea can disrupt whole industries.

About interactiveSquash

interactiveSQUASH is a game-changing fusion of sports and technology. Immersive projection graphics combines exciting video-game-style gameplay to transform the classic game of squash into a decidedly 21st-century experience. The patented hard and software is distributed internationally in partnership with ASB Squash Courts – the leading sports court builders. Now players can learn squash with digital coaching and get into shape with addictive games. With 25 games being available already and more to come, developers will also be able to create and play there own games through our open platform. For the first time ever players can compete, play together, challenge the computer, or go solo. interactiveSQUASH has any model that suits everyone.

About the ISPO BRANDNEW Award

ISPO BRANDNEW Awards recognise unique and innovative startups from around the globe. Since 2000, ISPO has awarded this annual prize to promising newcomers in the sports industry. Former award winners include GoPro, Naish Kites, Maloja, On and Nixon.

About the ISPO MUNICH

ISPO MUNICH is the world's largest international Multi-Segment Exhibition for the sports industry. This annual event hosts over 2,645 of the latest trends in sports, welcoming over 80,000 trade visitors from 120 countries. For over 40 years, the ISPO Munich has provided a platform for members of the sports industry to meet.