

Pixellot

LEADING THE DIGITAL TRANSFORMATION REVOLUTION IN SPORTS

2024





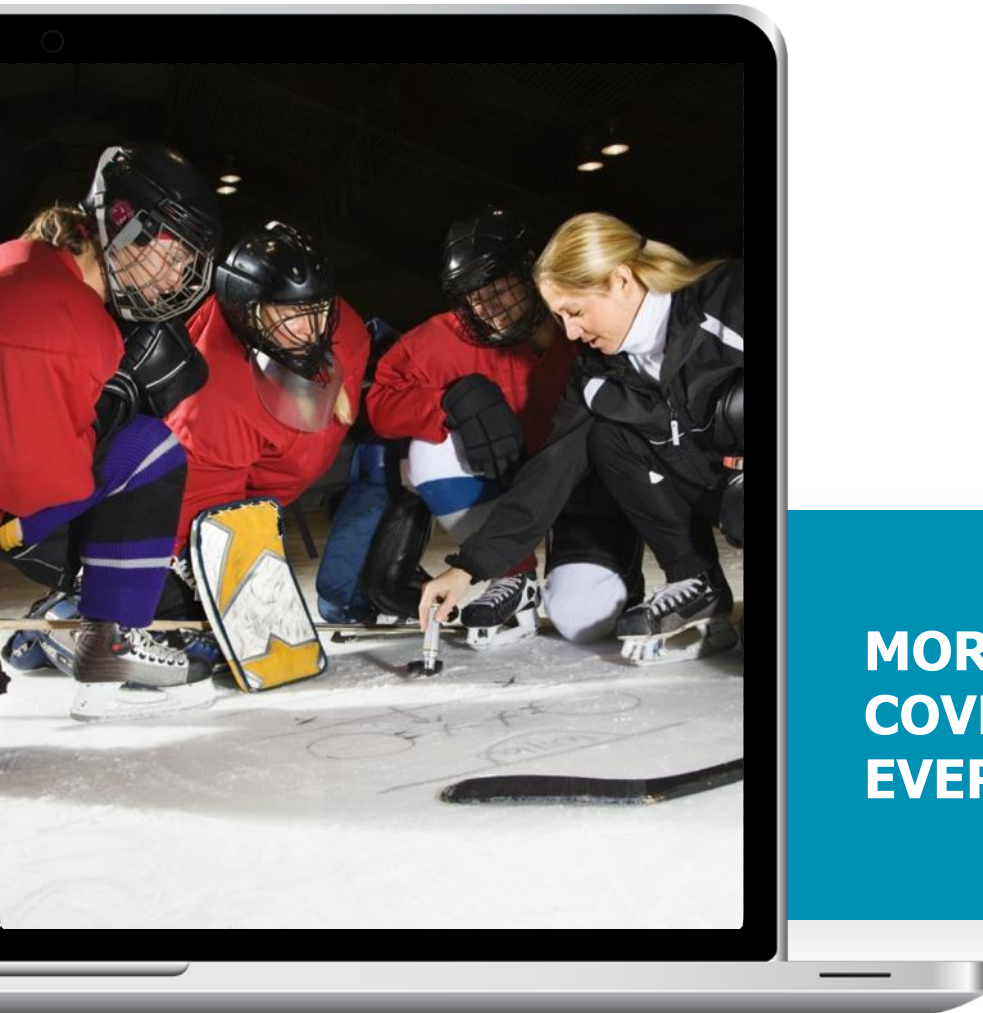
Pixellot

**STREAMING MORE
LIVE SPORTS THAN
ANYONE ELSE**

**99%
of Official
Games Are
Not
Covered**



Our Vision: **DEMOCRATIZING SPORTS**



2

—
**SECONDARY
LEAGUES**



—
WOMEN



—
**YOUTH &
GRASSROOTS**

**MORE SPORTS
COVERAGE THAN
EVER BEFORE**



—
COMMUNITY



—
NICHE

STREAMING MORE LIVE SPORTS THAN ANYONE ELSE

Monthly Broadcast Hours

+15,000

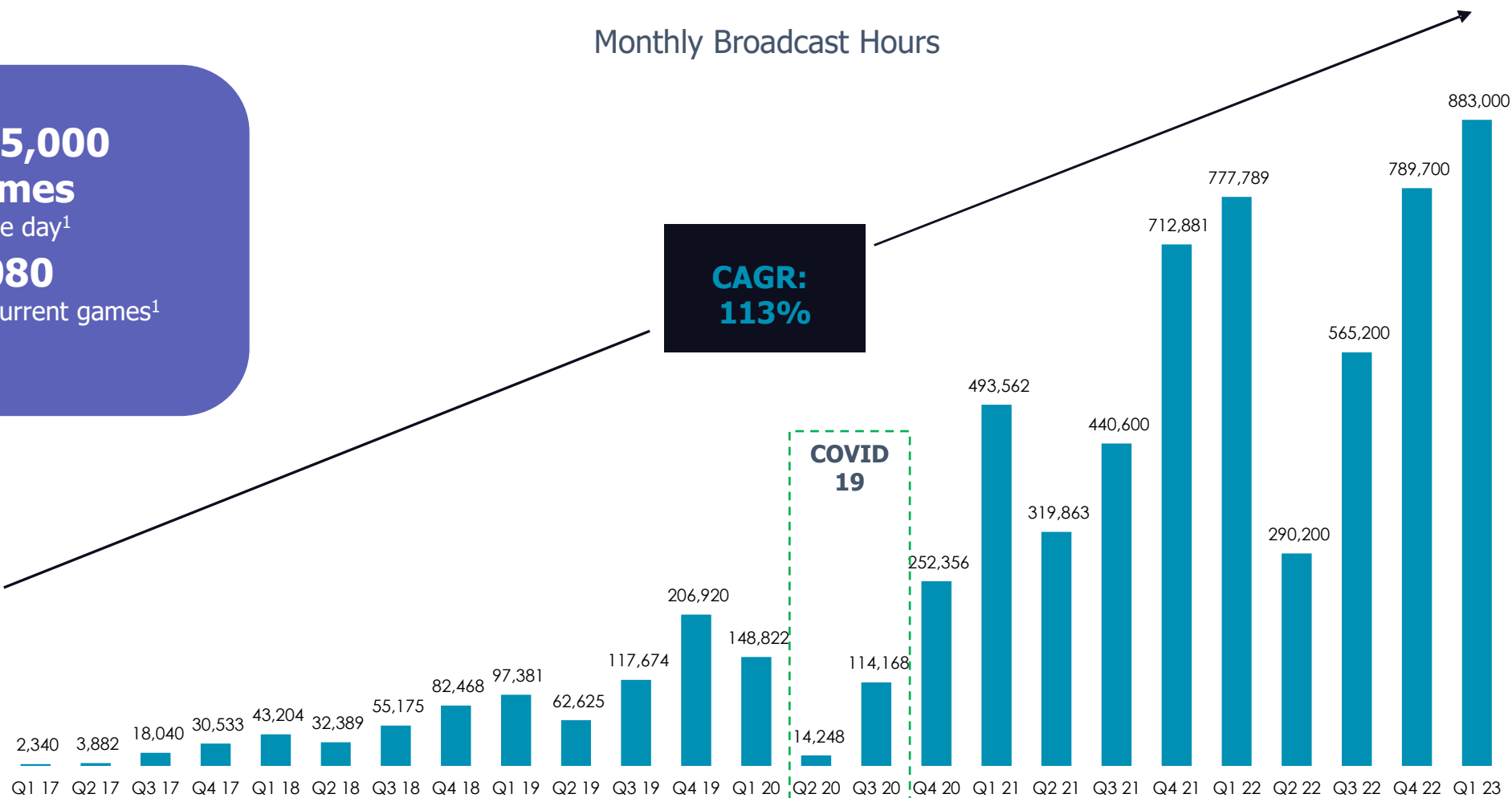
Games

in one day¹

5,080

Concurrent games¹

**CAGR:
113%**



1. Reflects peak historical metrics.

19 Types of Sports... And Counting



Soccer



Football



Basketball



Volleyball



Beach
Volleyball



Lacrosse



Ice Hockey



Field Hockey



Roller
Hockey



Baseball



Softball



Futsal



Handball



Rugby



Cricket



Waterpolo



Floorball



Netball



Flag Football

Pixellot At a Glance



* Pixellot Raised \$220M to date, out of which \$160M in May 2022



Pixellot Automates Live Game Production, Analysis and Monetization

Why Pixellot

Produce and Monetize Every game – Utilize all your rights

Turn your organization into a media house

Grow your fan base and social media outreach

Future-proof your organization

Analyze every play and build your future stars

Improve your existing workflows and infrastructure



An End-to-End Content Creation & Monetization Solution

**Automated Game
Production and
Broadcast**

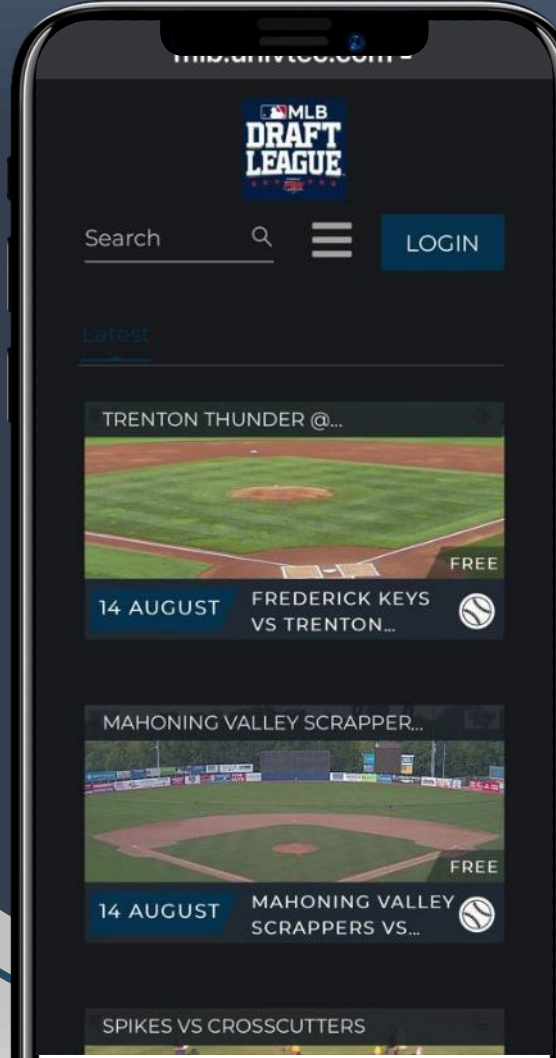
**Automated
Stats & Analytics**

**Customized
Viewing Platform
(OTT)**

**Automated
Highlights and
Personalized Content**

**Tailored
Monetization
Options**

**Open Platform
for Third Party
Integrations**



Multiple Monetization Options

Driving new revenue for sports organizations.



PAYWALL/SUBS

Individual games, monthly, seasonal etc.



SPONSORSHIPS

Sponsor logos in-video, on-portal



ADVERTISING

In-video, on-portal ads



CLUB PARTICIPATION

For getting access to the camera and production services



CONTENT SYNDICATION

Highlights and games sold to sports portals and portals



LIVE DATA & BETTING

Extend betting to more leagues



E-COMMERCE

Revshare on dedicated links on the platform



COACHING APP & RECRUITING

Footage sold for to coaches and scouts

Single Device Multiple Solutions

01

AI-Automated Camera



- Set & Forget
- One system per pitch

02

Automatic Production



- HD & Panoramic feed
- Live Match Feed
- Low-latency stream
- Automatic Highlights
- Graphics
- Sponsor Content

03

Media & Coaching

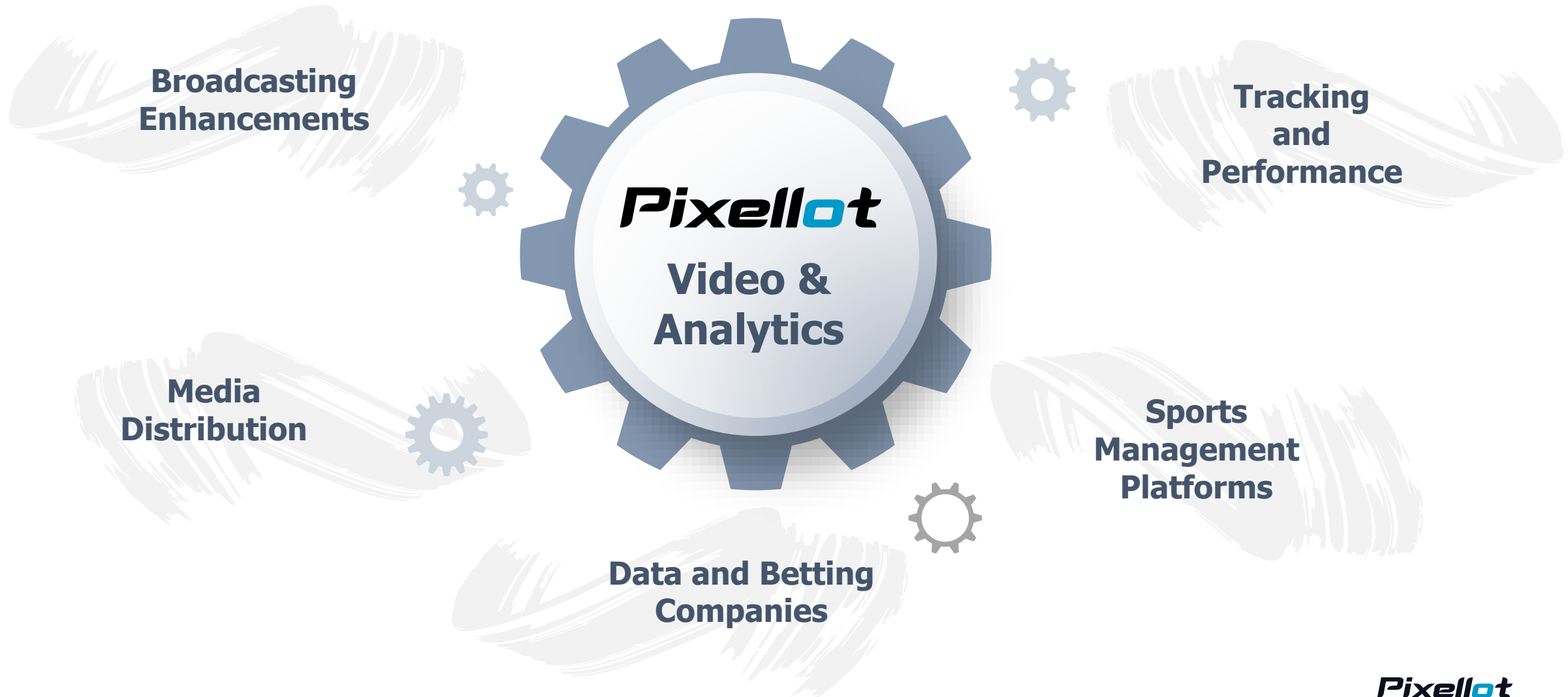
Fan Engagement & Monetization

- Branded OTT Platform
- Multiple Monetization Solution
- User Generated Content
- Share on Social Media

Stats Insights and analysis

- Professional Coaching Tools
- Exchange Platform
- Share Knowledge
- Self-Coding
- Advanced Statistical Breakdown

Open Platform for Third Party Integrations



Serving the Media and Sports Industry



Market Segmentation

Broadcasters, Telcos & Production



OTT, Rights holders & Service Providers



Data Companies



Federations and Governing Bodies



Leagues and Conferences



Clubs



Anywhere in the World With Local Partners

Local partners in global markets enable cost-effective distribution and efficient sales team structure



Strategic Partnership with FC Barcelona – Barça Innovation Hub



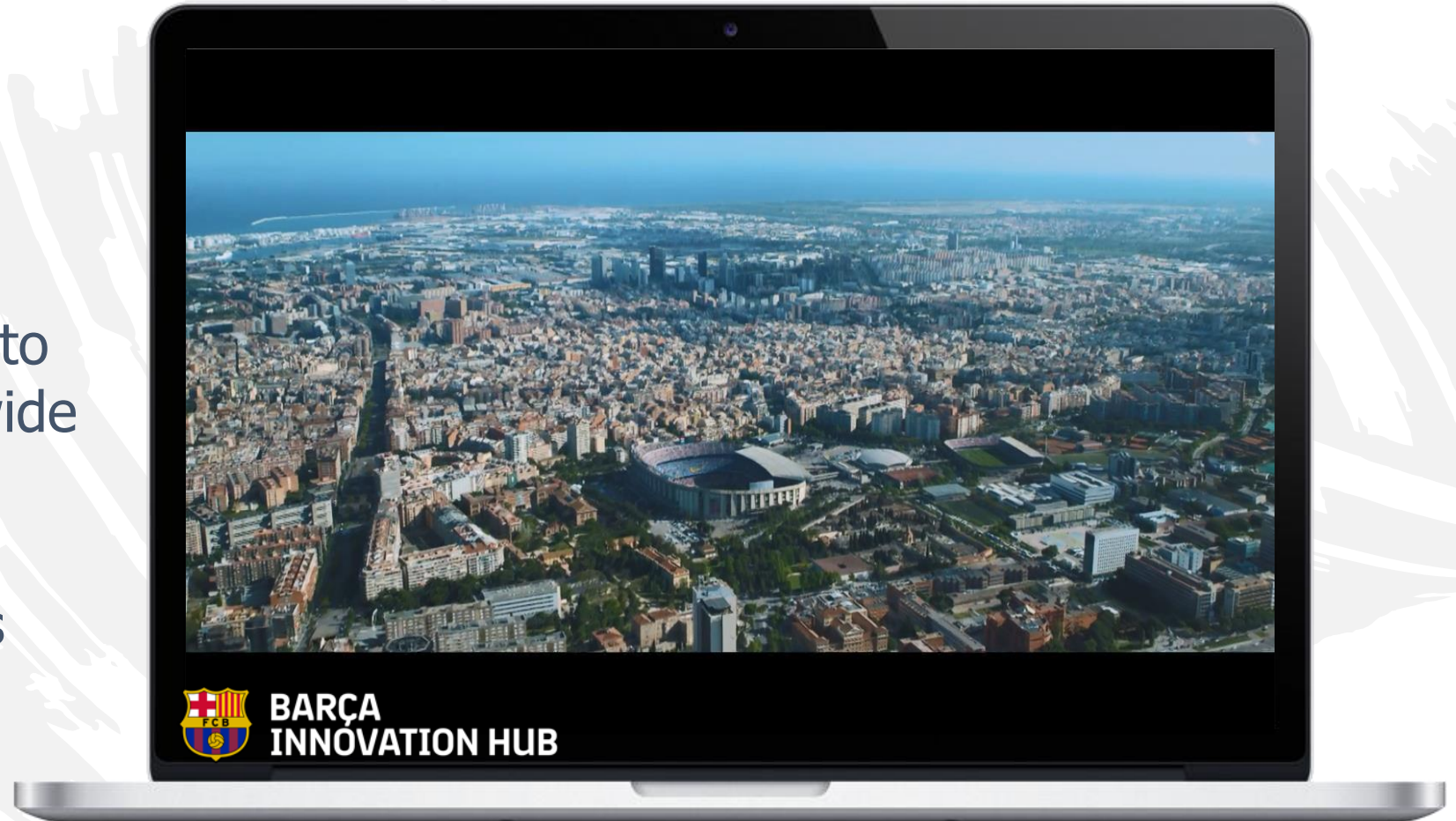
Serving All
Club Teams



Promoting Pixellot to
Academies Worldwide



Developing New
Coaching Solutions



Pixellot Product Portfolio

SHOW



PRIME



AIR



Pixellot

Pixellot Show

Cost-effective

Automatic Production

Easy to install

Indoor/outdoor

Multiple Viewing Modes



Pixellot Prime

Broadcast Quality
(50/60 Fps)

Additional Angles

SDI Output

Advanced Graphics



Pixellot YOU

Bring your own device
("GoPro" or similar)

Full SaaS Model

Post-game and VOD

Automatic Production in
Multiple Sports

Automatic game highlights



Fast & Intuitive Installation

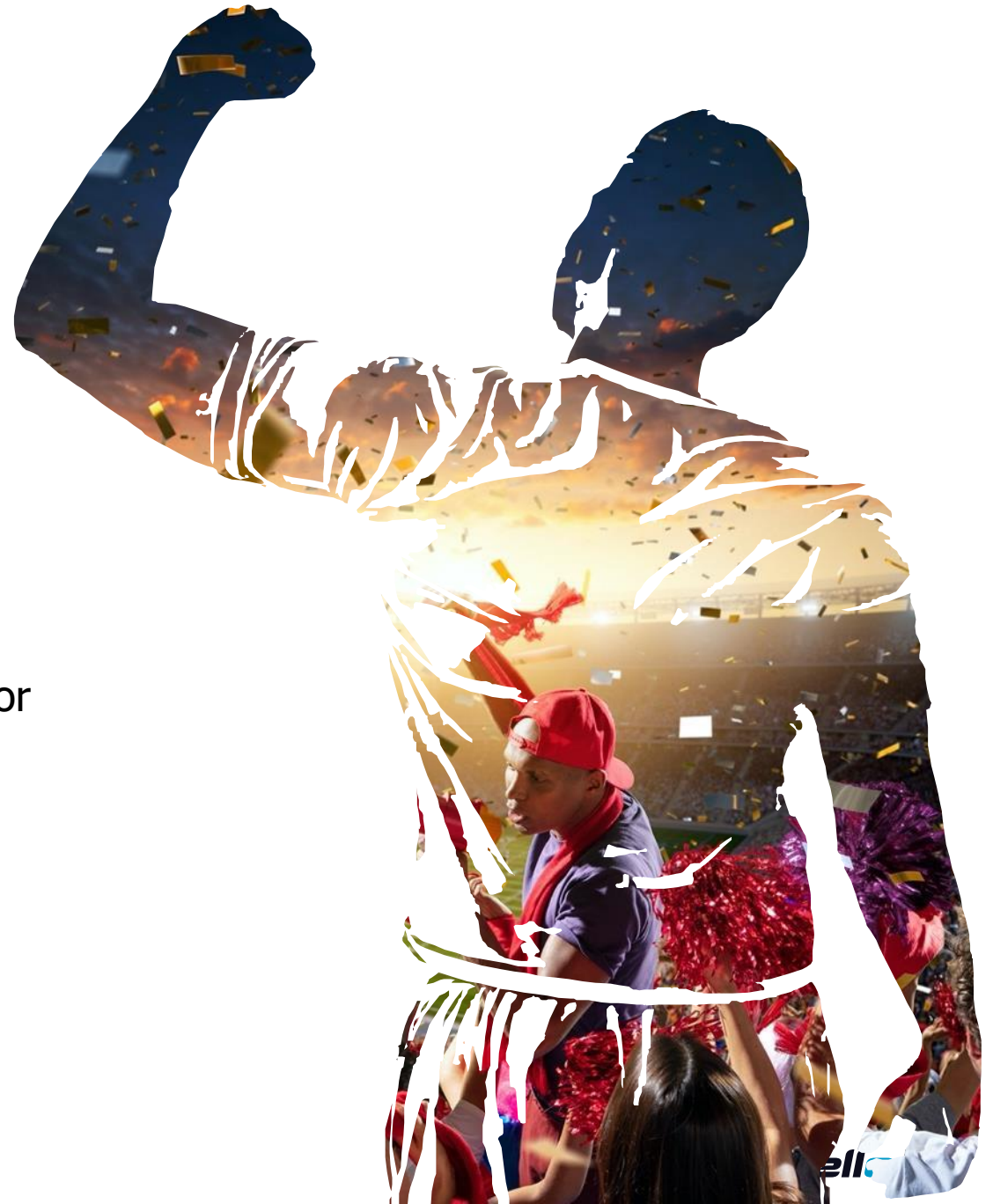


CLOUD AND LOCAL SERVER HYBRID MODEL



Pixellot Hybrid Model Connectivity

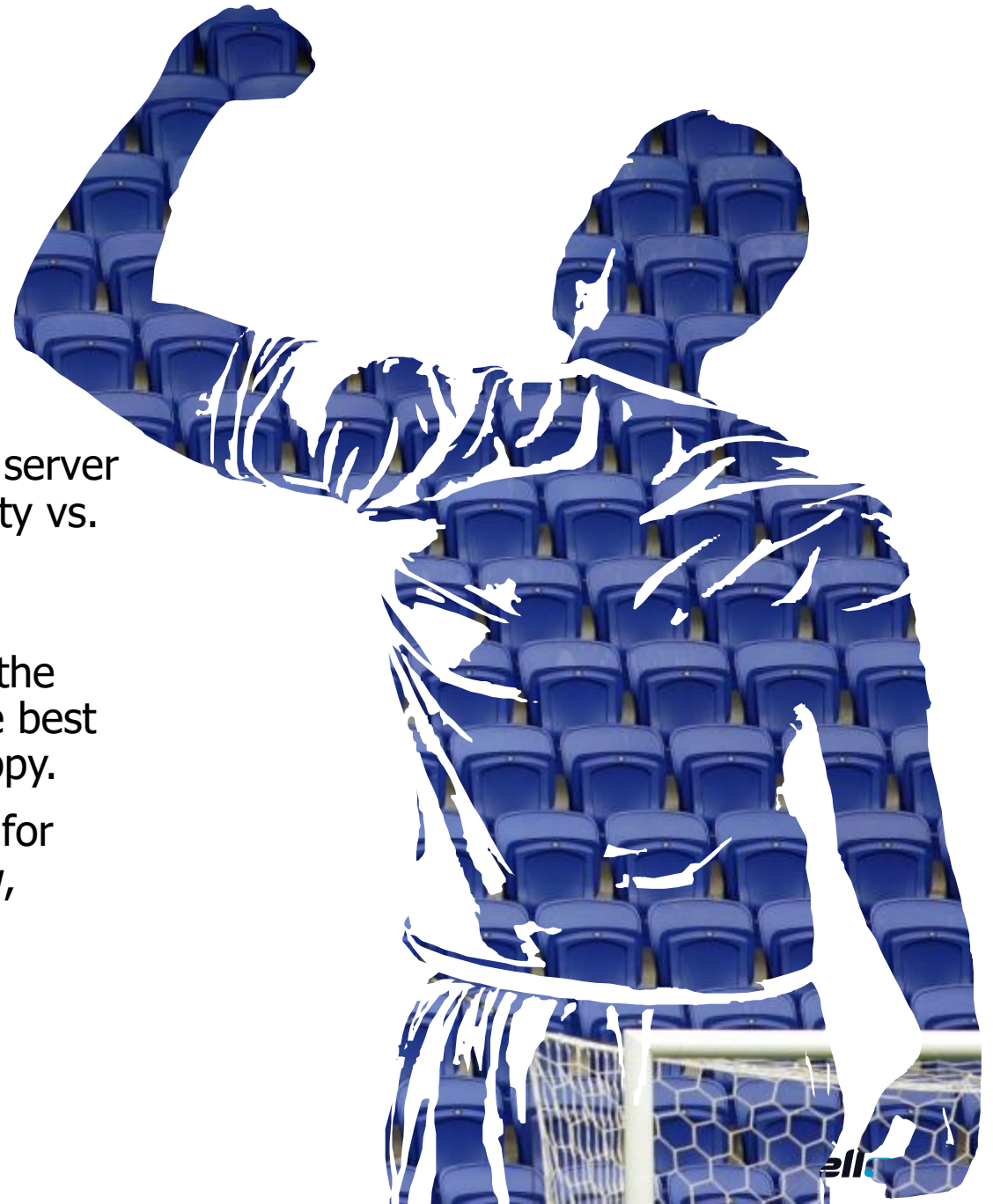
- ✓ **Unlimited Live Game Streaming** – Stream every match at the venue (women, youth, grassroots)
- ✓ **Low bandwidth** - Allows to live stream from any connected venue. Starting from 2mbps.
- ✓ **Low latency feed** - The industry de-facto standard for the sports betting industry - sub 3 seconds.
- ✓ **Redundancy** – When internet is unstable, (happens often) all games are recorded on the server and uploaded when the internet resumes.



Pixellot Hybrid Model

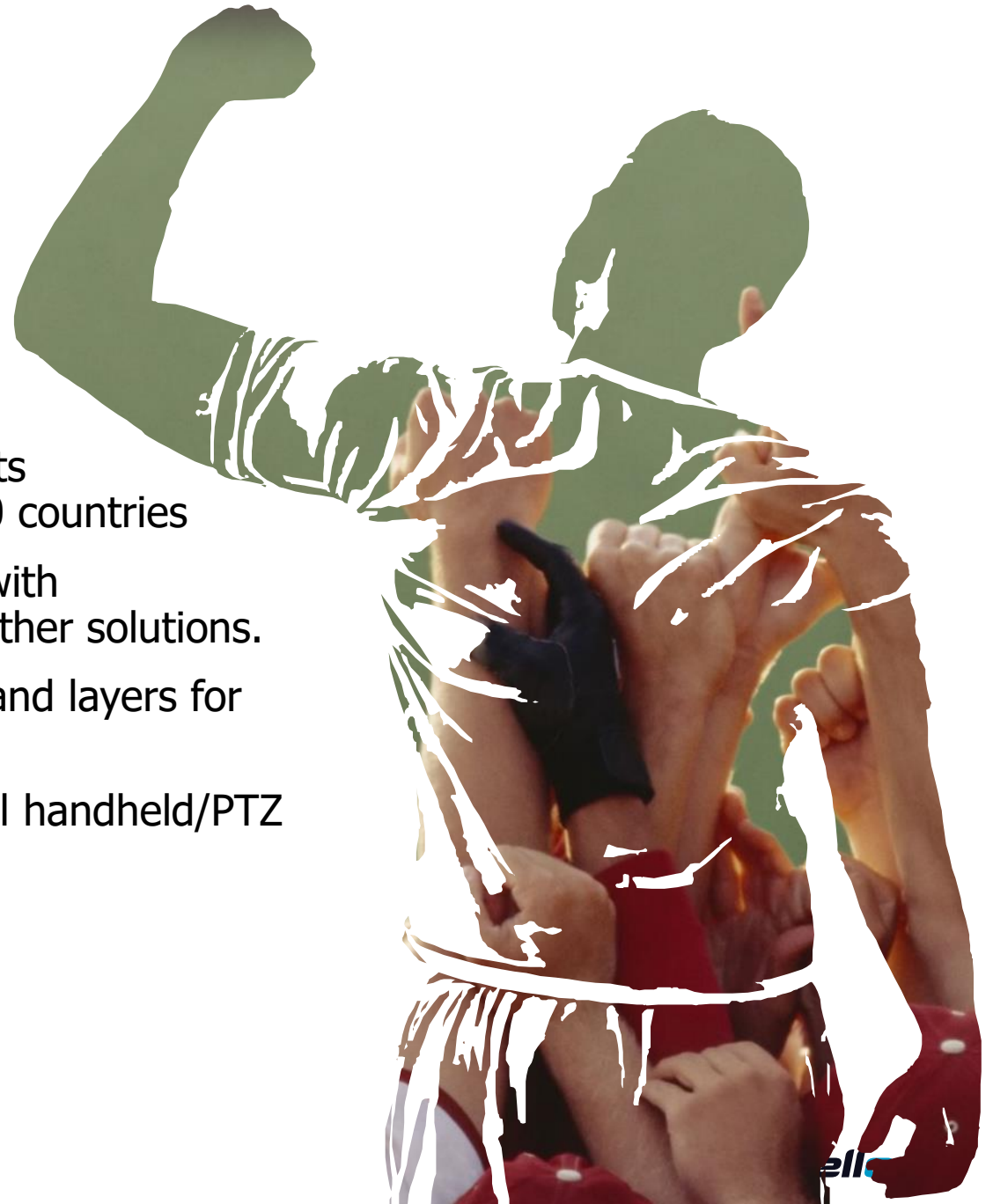
Quality

- ✓ **Image Quality** – Video production is done on a local server with uncompressed videos creating better image quality vs. compressed video uploaded to the cloud.
- ✓ **Full game video in HD Quality** – All live games are streamed and simultaneously stored and uploaded to the cloud after the match – ensuring every match is in the best quality even if during the match the internet was choppy.
- ✓ **Automated light correction** – Optimizing the video for changing lighting and sun conditions (sun and shadow, cloud, sunset)

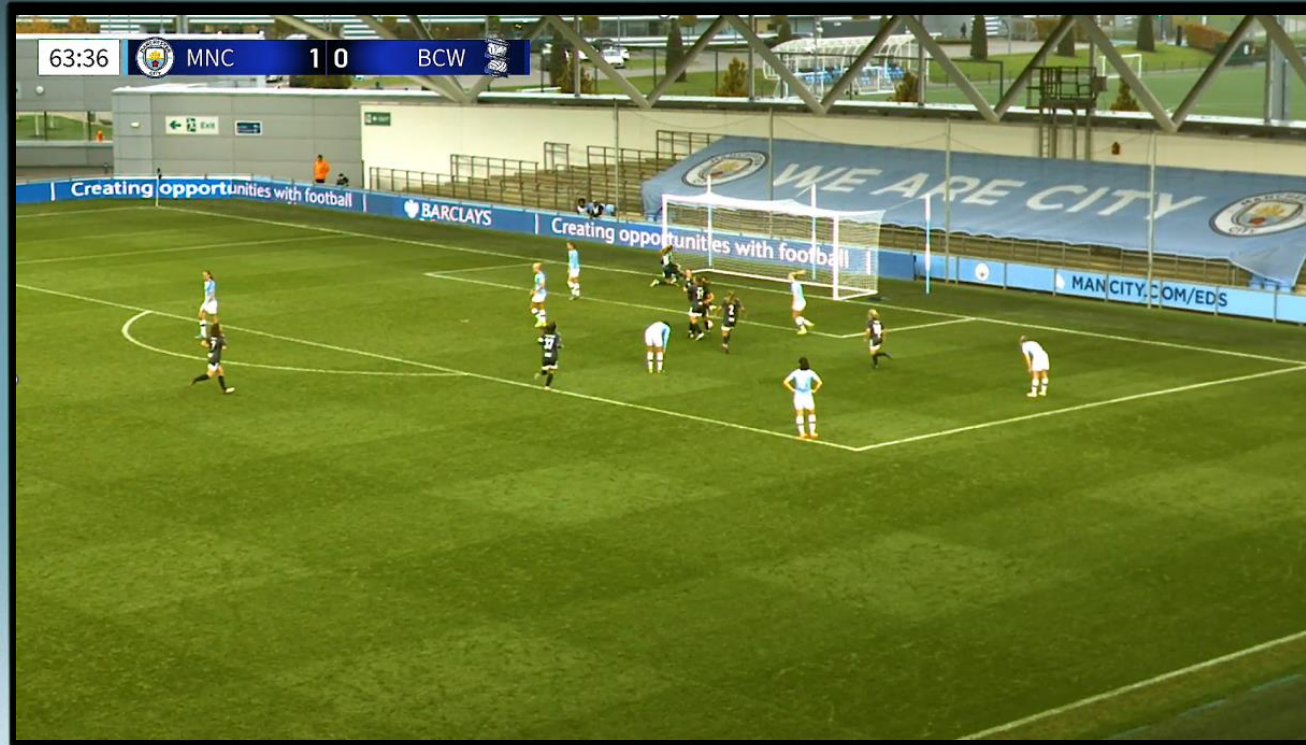


Pixellot Hybrid Model Scale

- ✓ **Proven Market Leader** – Streaming 5,000 live events simultaneously from +30,000 installed systems in +70 countries
- ✓ **Live** (3-7 seconds latency) and seamless integration with SportsCode, Catapult, STATS Perform, SAP, SBG and other solutions.
- ✓ **Easy installation** and extra security measurements and layers for ensuring power and connectivity stability.
- ✓ **Supporting Multi-angle Production** with additional handheld/PTZ cameras and a director station on site.



How It Works





PANORAMIC VIDEO CAPTURING

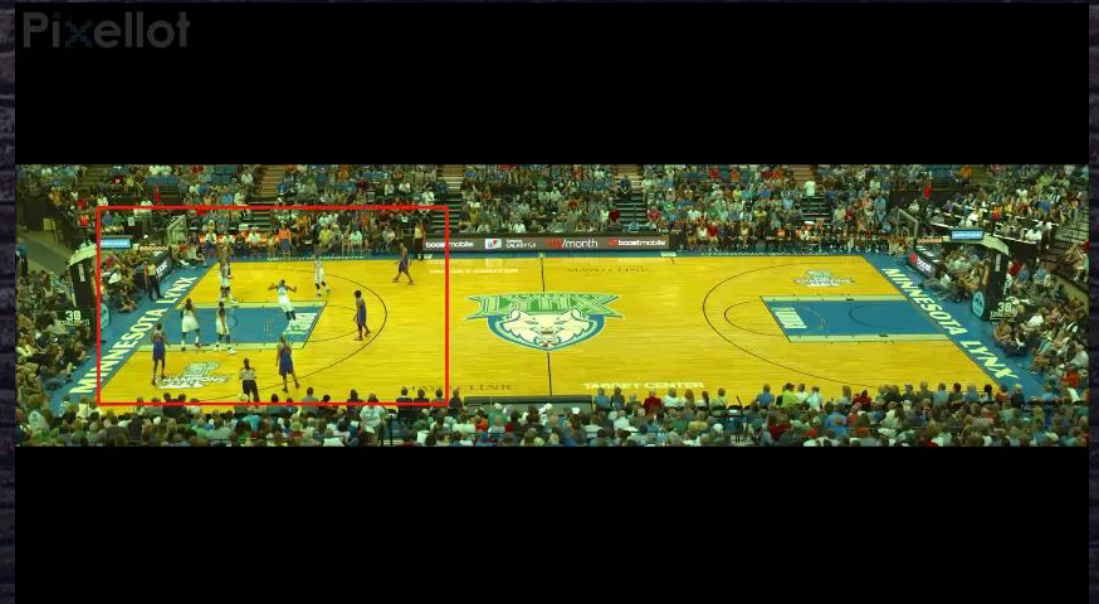
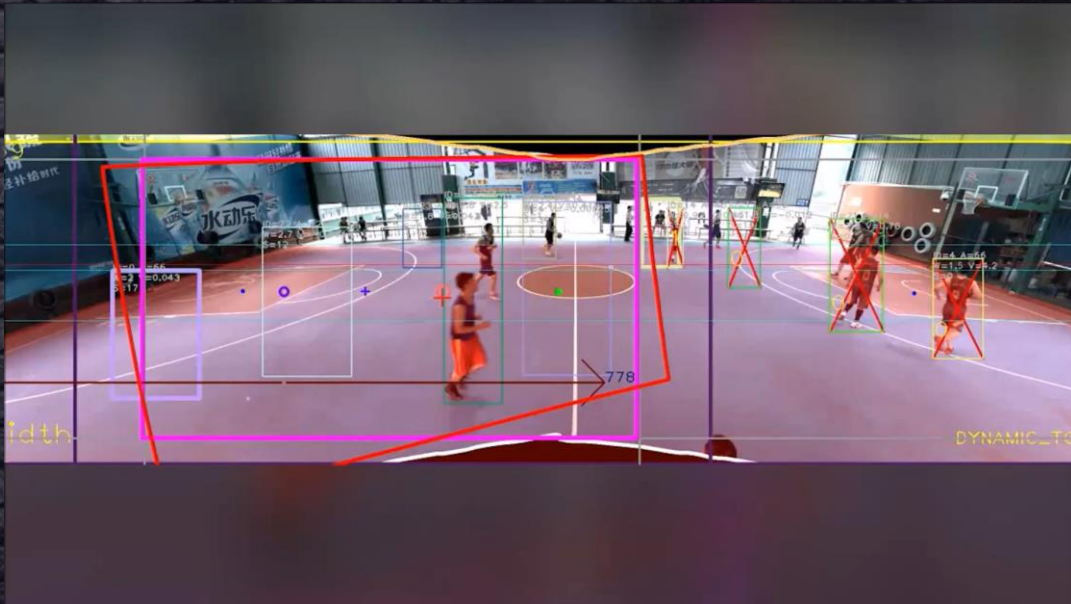
Multi-camera array covers
the entire field.

Our Smart Technology
seamlessly creates a unique
video viewing experience

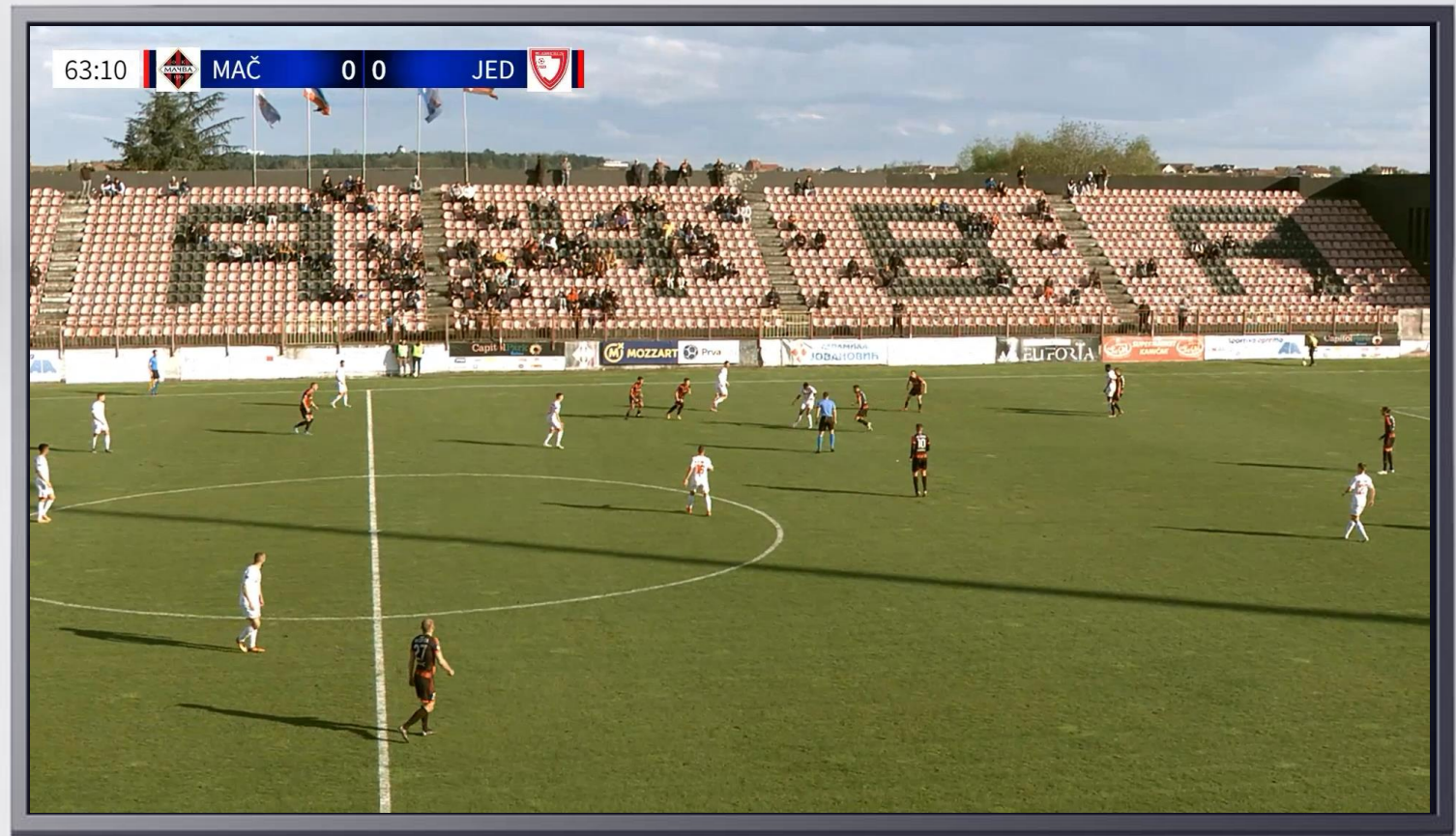
Live Panoramic Video Capturing & Stitching



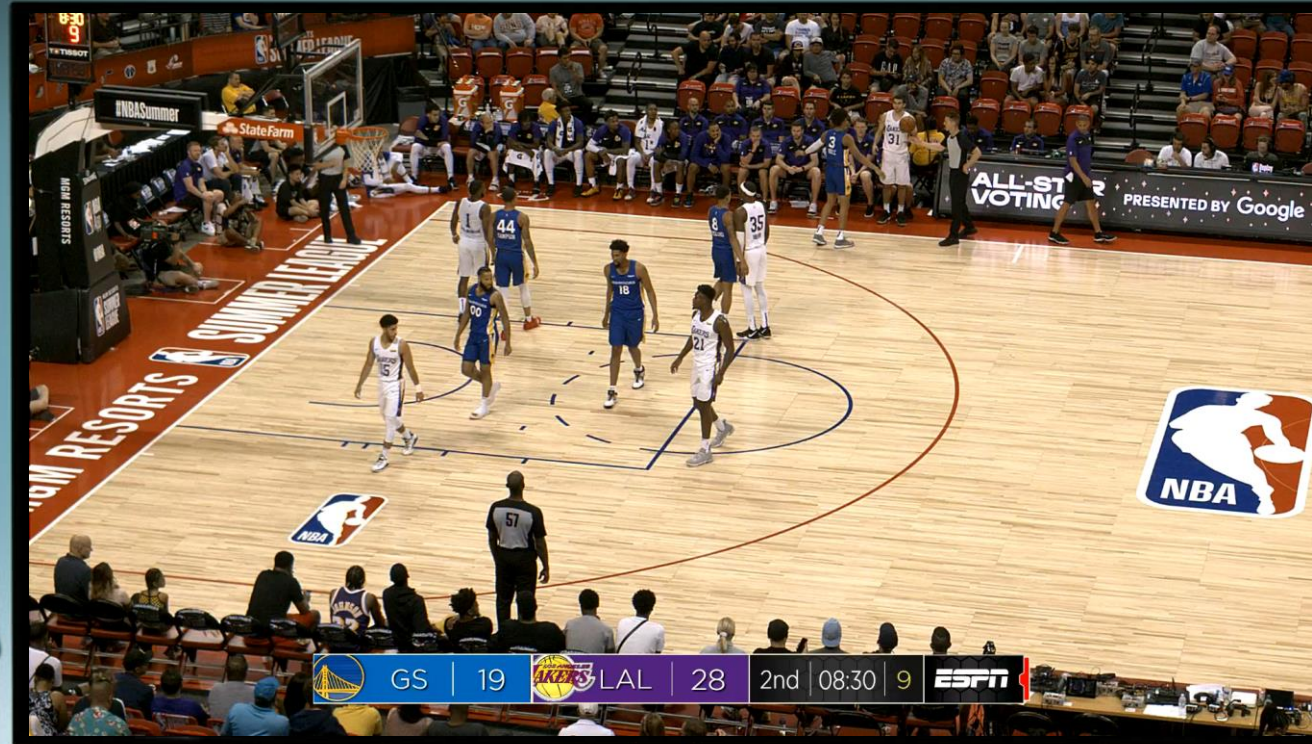
Simulating the Camera Operator



- Automated main camera production following the ball
- Sync multi-angle views of the same action
- Live game clock and scoreboard
- Automated sponsors logos and banners
- Stream forward into any social media platform.



Pixellot – Fully Automatic Production



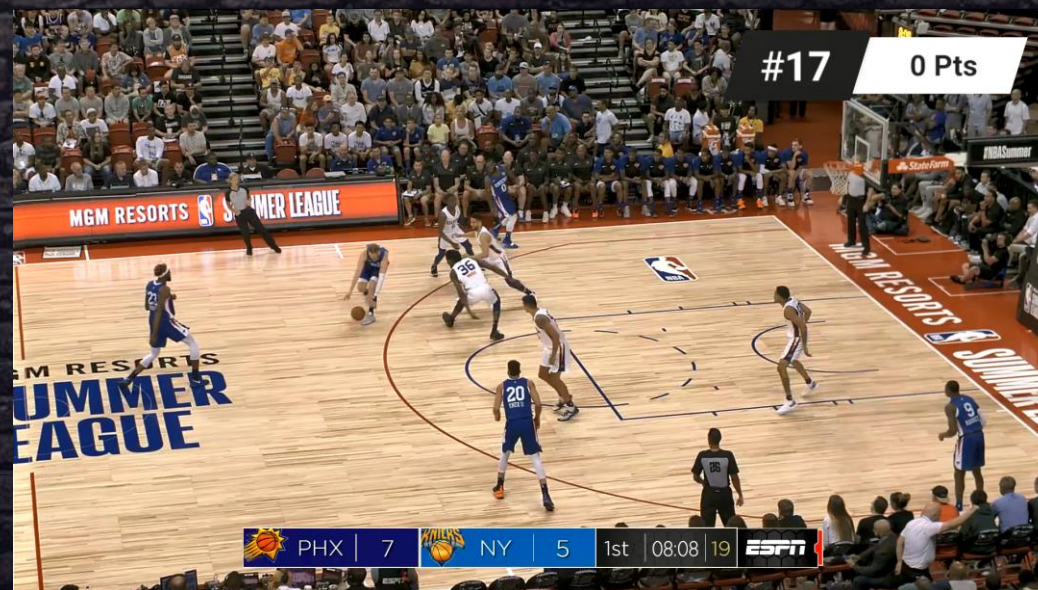
Enhanced and Automatic Graphics



Remote or Local Commentary

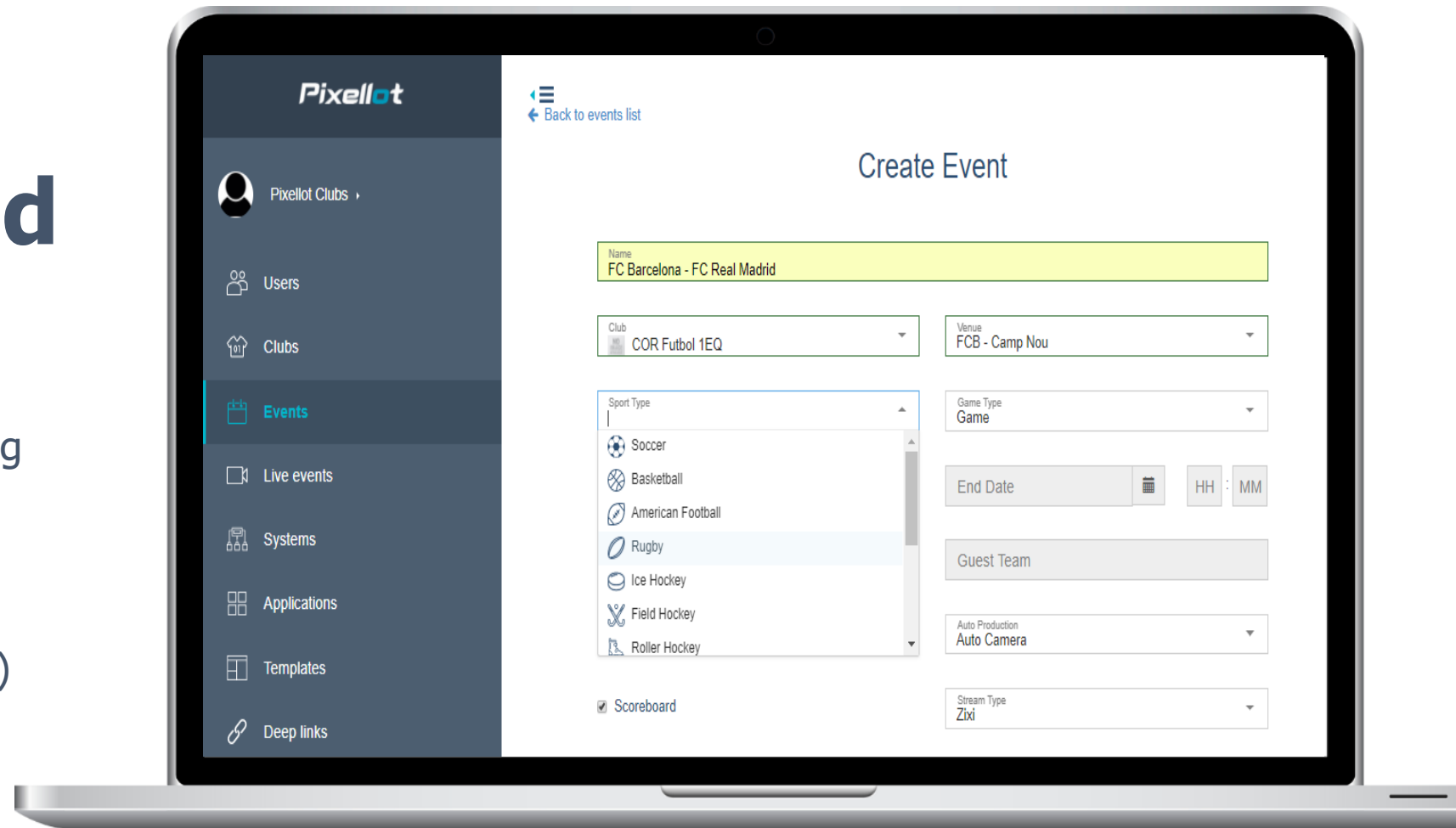


Automated Personal Highlights



Remote/cloud Scheduling

- Manage club games and training schedule remotely
- Fast and intuitive CMS
- Stream to third party platforms (YouTube, Facebook, and more)



Live Event & System Monitoring

Connected
Events

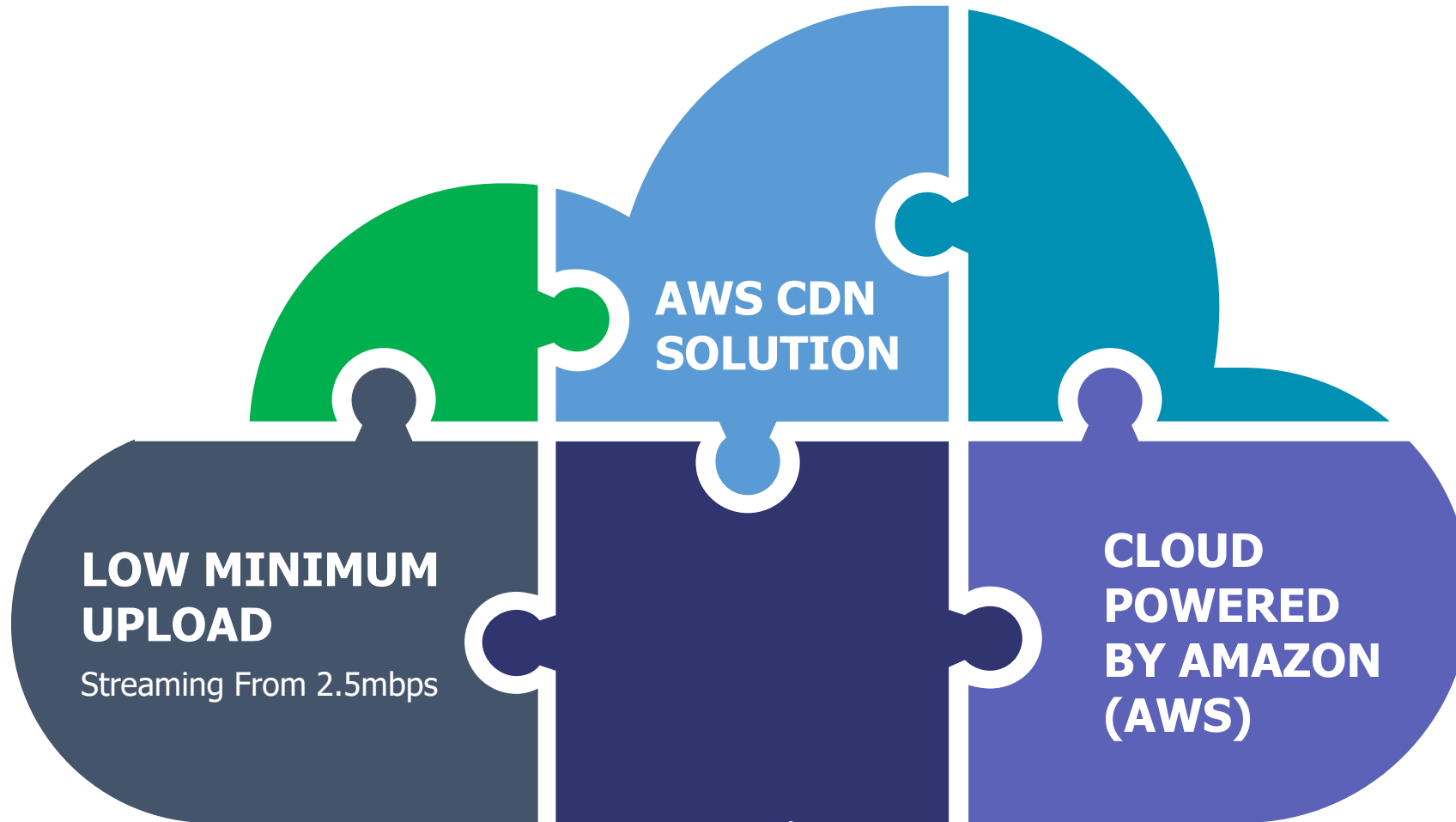
System status

Club	System Name	Connection	Status	Camera	Health	CPU/GPU	BW HD/Pano
Yanor_Pixelot		Not Connected	Offline	-	-	-1.0% / -1.0%	- / -
FC Oia Gori		Not Connected	Offline	-	-	-1.0% / -1.0%	- / -
RS Sense*		Connected	Sleep	-	-	-1.0% / -1.0%	- / -
Yanor_Pixelot		Not Connected	Offline	-	-	-1.0% / -1.0%	- / -
Red Bull Academy*		Connected	Live	Bad	-	-1.0% / -1.0%	- / -
Pixelot Demo*		Not Connected	Offline	-	-	-1.0% / -1.0%	- / -
RS Sense*		Connected	Sleep	-	-	-1.0% / -1.0%	- / -
STATS - Everton		Connected	Sleep	-	-	-1.0% / -1.0%	- / -
„wip“*	1. FC Germania Eggenfeld-Langrader	Not Connected	Offline	Good	-	-1.0% / -1.0%	- / -
1. FC Kaiserslautern II	1. FC Kaiserslautern II	Connected	Sleep	Good	-	4.5% / -1.0%	- / -
1. FC Köln U23	1. FC Köln U23	Connected	Sleep	Good	-	9.7% / -1.0%	- / -
1. FC Sand	1. FC Sand	Connected	Sleep	Good	-	3.5% / -1.0%	- / -
1. FC Schwarzenfeld	1. FC Schwarzenfeld	Connected	Sleep	Good	-	2.0% / -1.0%	37.58M / -
1. FC Schweinfurt 05 II	1. FC Schweinfurt 05 II	Connected	Sleep	Good	-	4.8% / -1.0%	- / -
1. SC Feucht*	1. SC Feucht	Connected	Sleep	Good	-	4.3% / -1.0%	- / -
1. FC Bayern	1. FC Bayern	Connected	Sleep	Good	-	1.6% / -1.0%	- / -

Name	Club	System	System Role	Live Streams	Connection	Status	Camera	Cloud	Health	CPU / GPU	BW HD/Pano	Actions
EBER T... ..	Red Bull Academy	FCB - ...	player vpu	HD Pano	Connected Connected	Live Live	Not Connect ed Good	Created	Good	-1.0% / -1.0% 51.3% / 4.6.0%	- / - 2.33M	
BARCELONA, F...	COR Hoquel Patins 1EQ	FCB - Palau	player vpu	HD Pano	Connected Connected	Live Live	Good Good	Created	Good	25.1% / 2.0% 5.0% 34.4% / 4.2.0%	2.08M / - 1.82M	
Training AZ voetbal...	AZ Alkmaar	AZ_01	vpu	00:04:20	Connected	Live*	Good -	-	Good	25.2% / 5.0.0%	- / 20.01 M	
BARCELONA, F...	COR Futsal Formatu	FCB - Futsal	vpu	01:44:17	Connected	Sleep	Good -	-	-	7.1% / -1.0.0%	- / -	
Other Activity OL...	PlayOn! - Valley Christian - Arizona	PlayOn!032 - Valley Christian - Indoor	vpu	02:24:20	Connected	Sleep	Good -	-	-	1.2% / -1.0.0%	- / -	
ENT. FEMENINO	RS Entrenamientos Z4	RSO-Z4	player vpu	02:29:19	Connected Connected	Sleep Sleep	Not Connect ed Good	-	-	-1.0% / -1.0% 2.1% / -1.0.0%	- / - 2.78M	
BARCELONA, F...	COR Bàsquet Formatu	FCB - Basket	vpu	02:44:19	Connected	Sleep	Good -	-	-	5.6% / -1.0.0%	1.74M / 1.5M	

Real-time
Service BW

Cloud & Distribution



Ongoing Support

24/7

Ticketing, Email,
Phone



1

GLOBAL

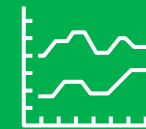
Teams around the
world in multiple
languages



2

PROACTIVE

Monitoring,
Upgrades and
Updates



3

VIP Service Experience

Dedicated Account Management

From the onboarding process to the successful launch and beyond.



One focal point for the customer for every aspect: Technical, Commercial, and Bizdev.



Scalable automation tools to always ensure high production level. Proactively monitoring and fixing system configuration issues





Live Monitoring for All Games

End to end service before, during and after the game

Game creation, testing, going live, monitoring production,
graphics and distribution.



Providing full game report at the end of the
match



Verifying every game was uploaded to
VidSwap for breakdown and highlights



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