Gravity Football™

A08 Gravity in Football

Application Concept

Gravity Control™ is a prototype of a new generation interface for searching, sorting and managing large amounts of data from different sources. Gravity Control™ will bring new experience in the football world by providing numerous features in statistics, transfers, tracking of fixed matches, increased media exposure capabilities.

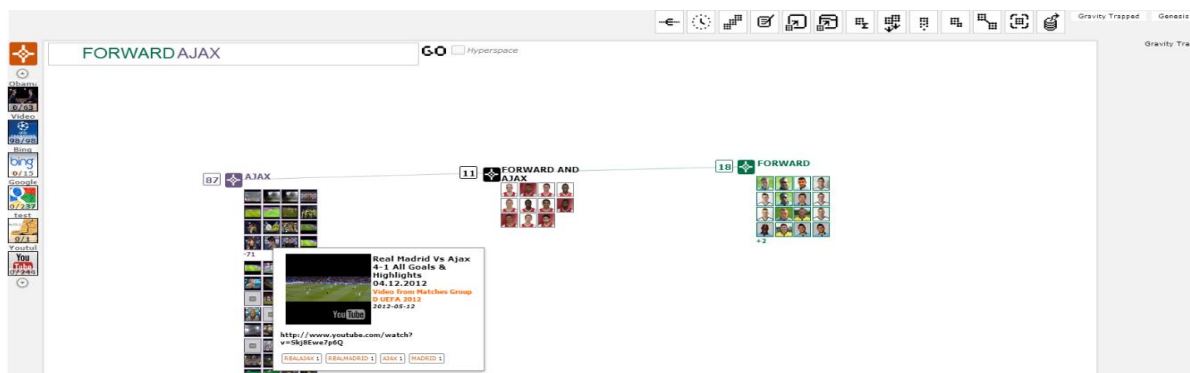### The Gravity Control™ added value/contribution

Football is one of the most commercial sports in the world and becoming quite popular even in the USA in the recent years. Developing an efficient application in that area would prove to be very successful as there is a need for one and it could be implemented in all aspects of that professional sphere.

The possible applications for Gravity Control™ in the football field are endless but we will focus on four of them as basis for development.

- Statistics
- Transfers
- Tracking/monitoring of fixed matches
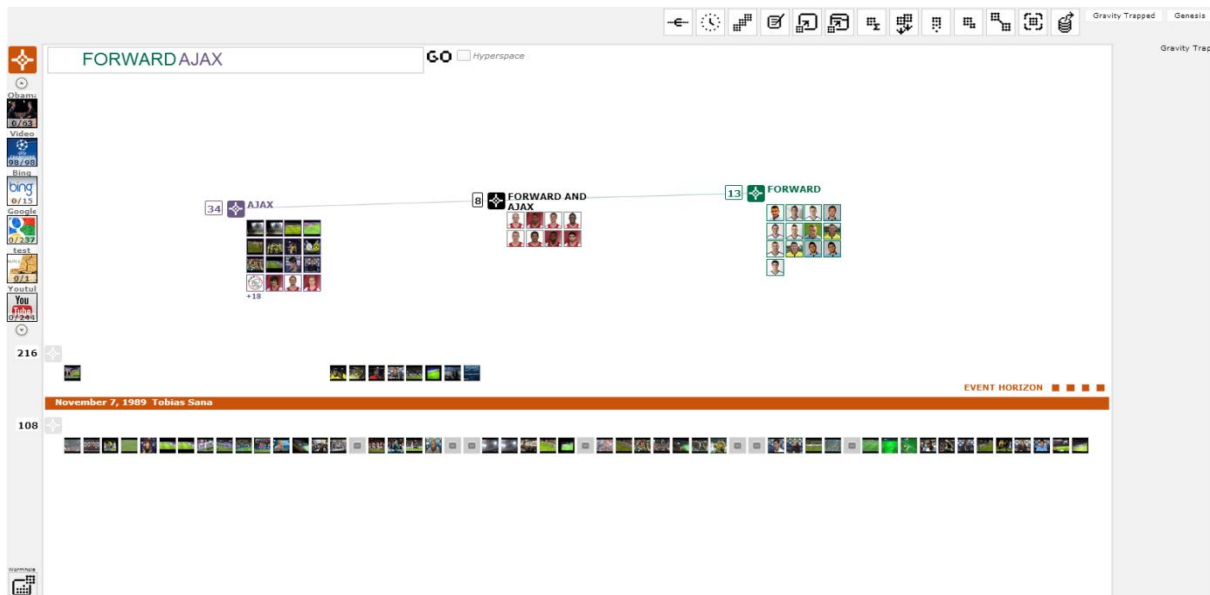- Increased media exposure capabilities

Reviewing video recordings is an integral part of the everyday routine of most professionals in the field. Video integration in Gravity Control™ is one of its major advantages in all three of the specific uses listed above.

Fig. 1 A Screenshot of Gravity Control with search criteria 'forward' and 'Ajax' and a demonstration of a video review.

Statistics

With **Gravity Control™** the user reaches desired statistical data in a way they desire and find comfortable. Here are some of the capabilities of a commercial football application will include tracking match events minute by minute, player statistics, player fouls, cards, injuries, etc. All the search results are represented on a single workspace with access to functions that make working with large data volumes as easy as possible.

The **Event Horizon** is one of the functions that are not seen in similar software systems. It allows the user to divide the work plane in two (for now) by appointing a numeric criterion like the 41st minute of the first half. The events anterior to that minute will stay in one half of the screen and the posterior will be separated into the other.

Transfers

As far as transfers are concerned, **Gravity Control™** can become a powerful tool for coaches, agents and scouts. Transfer prices, injuries, problem behavior insights (from news articles for instance) are just a part of the criteria that can be easily visualized and handled with the interface.

Tracking fixed matches

As is well known, tracking fixed matches is a hard task. It requires following the international betting market where large sums are exchanged daily. The changes in odds within certain limits may signal that the match has been fixed. Of course, betting is not the only channel that can be used. Reviewing match recordings in detail is another effective method.

In **Gravity Control™** you have the capability of simultaneously searching by several criteria but also among different types of objects loaded from an array of data sources that can also vary in type (these

can include club sites, federation databases, betting, etc.) allowing you to instantaneously view a large amount of relevant information on a single screen.

Increased media exposure capabilities

- Social networks - building up a social network of fans – new way of connecting fans which would significantly increase the traffic to a specific website and would ease the creation of a fan database.
- Advertising in integrated video recordings – leads to increased awareness among the fans when it comes to football clubs, websites, companies; generates growth in sales of souvenirs, game tickets, bets, etc. via advertising in **Gravity Control™**.

Possible Data Sources

- The Union of European Football Associations - UEFA
- The Fédération Internationale de Football Association - FIFA
- English Premier League
- Any betting company database
- Scout databases
- others