



Babolat unveils world's first connected racket, Babolat Play Pure Drive

Concept

After 10 years of research, extensive testing and input from the tennis community, Babolat offers another breakthrough innovation to the game: the new Babolat Play connected racket that allows every player to live a unique experience based on progression, fun and sharing. Gathering data to quantify your game and skills is a new concept in the game of tennis. Just as sports like running and biking have changed with quantified-self technologies, Babolat Play will alter the game of tennis for future generations. In tennis, as in other sports and in our daily lives, **sharing and comparing experiences through digital tools is becoming the new normal.**

Technology Partner

For its technology partner, Babolat chose **Movea**, leading provider of data fusion and motion-processing solutions. The primary objective was to create a racket identical to a standard model, with no change to the sensations during play.

Benefits

Sensors integrated into the handle capture and analyze players' movements, giving them access to every facet of their game from stroke type to ball impact to endurance, technique and power. Babolat Play **informs** players about their game, lets them set goals to **improve** and connects them to a community to **share** and compare. When the player has finished playing, information is transmitted through a Bluetooth connection with a smartphone or from a USB to a computer, and is viewable on any type of device (including tablets). Players can share information with the Babolat Play community through a dedicated platform at **Babolatplay.com** and on a **Babolat Play App**.

Features

1. **Analyze** your game data: The more you know about your game, the better you perform.
2. Motivate yourself with **Pulse**: This dynamic interface changes according to the power, the technique and the endurance of your game.
3. Follow your **Evolution**: Go back in time and track the progression of your game.
4. Improve your **Skills**: By looking at which strokes you often use, and which ones you don't, you can add diversity to your style, thus becoming a tougher opponent.
5. Challenge your **Community**: Look at the profile and level of your friends, of Babolat Pro Players and of everyone else using Babolat Play.
6. Compare your performance **Versus** other players: Your worst opponent is yourself. With "Versus" you can compare your performance to the rest of the Babolat Play community.

Babolat Play Pure Drive Specifications:

The Babolat Play Pure Drive has the same specifications as a regular Babolat Pure Drive racket. The racket is only available in the US and retails for \$399. For a list of authorized US Babolat Play retailers, please visit www.babolatplay.com

ABOUT BABOLAT

Created in 1875, in Lyon, France, Babolat is the longest-running international company specializing in tennis. Today, Babolat is No. 1 in racket sales in the U.S., Japan and Europe. Family-run for five generations, Babolat is an innovative brand in the tennis sector providing a complete array of technical equipment for tennis players: rackets, strings, shoes, balls, bags, apparel and accessories. Babolat equips numerous players with rackets and strings including Rafael Nadal (ESP), Jo-Wilfried Tsonga (FRA), Li Na (CHN), Sam Stosur (AUS), Agnieszka Radwanska (POL), Nadia Petrova (RUS) and Alizé Cornet (FRA) (these last two also wear Babolat tennis shoes). www.babolat.com - www.facebook.com/Babolat*

** (Sources: No. 1 in value in the U.S., in tennis specialty stores, TIA/SMS, January – Aug 2013 / Japan: Yano Research Institute, year 2012 / No. 1 in value in Europe: SMS, year 2012)*

ABOUT MOVEA SMARTMOTION®

Movea is the leading provider of data fusion and motion processing firmware, software, and IP for the consumer electronics industry. Thriving on its portfolio of more than 480 patents, Movea turns sensor data into meaningful personal information, decode and analyze sensor signals using ultra-low power, high performance algorithms and data hub technology. Our expertise enables customers and partners to unlock the 1 trillion sensors opportunity into 1 million smart applications for mobile, sports and interactive TV while reducing the risk, cost, and time-to-market for delivering compelling new features that differentiate their products, enhance the consumer experience, and deliver more end-user value. Movea has a global presence with headquarters in Grenoble, France, subsidiaries in the U.S. in Silicon Valley, Calif., and Seoul, South Korea, as well as technology and manufacturing partners and distributors around the world. For more information visit www.movea.com or follow us on Twitter at @MoveaDataFusion.

Media Contact: Annie Coghill, annie@ameliecompany.com / Office: 303.832.2700, ext. 202