



ARE YOU HELPING TO IMPROVE UK TENNIS?

The biennial UK Tennis Innovation Awards will be open for business on February 1st 2019. If you have a product or service that is making a positive impact on the delivery or presentation of tennis you should enter the TIA UK's Innovation Awards this year. The awards were launched in 2017 and entries are open to tennis businesses that can demonstrate product or service innovation in tennis. The inaugural awards entries included a wide range of products including a ball collection device, several online booking systems, a racket sensor, 'irregular' training balls, a game tracking system, a court-side scoreboard, a foldable net and a unique 'all-game' coaching syllabus. Steve Matthews, Chair of the awards judging panel said, "On-going innovation

in tennis is vital to growing the sport to new audiences, and the TIA UK is in a great position to showcase the best of new products or services that are increasing the sport's accessibility."

2017's winners included Fibodo, a UK based online search, book and pay app, and Zenniz, a game tracking system from Finland won the inaugural competition.

Fibodo won the 'UK-developed and Owned' category, with an online platform developed for sport and tennis that makes it easy for players to find, book and pay for activities, with built-in advanced retention and marketing tools for venue management.

Anthony Franklin, Founder CEO of fibodo said: "I would Like to thank the TIA UK for rewarding fibodo with the Innovation 2017 award. It is greatly appreciated by everyone at the company, providing us with the drive to continue innovating and breaking down the barriers to participation in Tennis. "Making a positive impact in the Tennis industry is a key goal for fibodo, and we're looking forward to announcing a number of key partnerships in the New Year, that will bring new audiences to the Sport.

"I would like to invite all Tennis Clubs & Coaches that are keen to embrace technology to get in touch. The more feedback we receive at the moment, the more we can refine our platform, so it meets the needs of all Club, Coaches, Members and Social Players alike.

"We believe technology should work for Tennis, make things simple, and we appreciate that the TIA UK has recognised this."

The winner of 2017's 'Overseas Innovation' category was **Zenniz** from Finland. They marketed a game-tracking system using acoustic technology that delivers real-time data right next to the tennis court.

Jamey Quek, Sales Director UK for Zenniz said on receiving the award: "The Zenniz team are delighted to receive the TIA UK Innovation award for 2017. After a number of years in research and development to bring a new technology to the tennis community, the recognition provided by The Tennis Industry Association caps a fantastic first year for Zenniz in the UK. "Zenniz provides an ITF approved game tracking solution to players and clubs that not only elevates on-court experience but also helps to improve performance at all levels. Through our innovative technology and data application, Zenniz hopes to increase participation and coaching experience in tennis throughout the UK." Entry details will be announced in the February edition of Tennis Threads Magazine, and you will have until the end of September to submit your entry. The decision and presentation of the awards will take place at the Tennis Industry Lunch in December 2019 at the prestigious Queen's Club, London.



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