

# PRESS RELEASE

## THE FASTPONG STORY

The story began with a young Iranian national table tennis player, Amir Kamandi. After his professional table tennis competition days, he went on to study sports science at Seoul National University in Korea. He began to work on a project with researchers on how to train table tennis more effectively than the existing methods.

The research showed that visual target stimulus training was an effective method for improving accuracy, decision making and speed for table tennis players. From this idea, combined with his experience of the table tennis industry, he went on to begin a start-up company FastPong in Korea, a country renowned for its support of new technology and new businesses.

## GOVERNMENT ASSISTANCE

From the early inception of the company through to entering the world markets the Korean government have given a helping hand to a myriad of businesses and FastPong has had assistance from the Korea Ministry of SMEs and Startups, National IT Industry Promotion Agency (NIPA), Seoul Global Startup Center (SGSC), Seoul Business Agency (SBA), Korea Sports Promotion Foundation (KSPO), Korea Institute of Startup & Entrepreneurship Development (KISED). Both financial assistance through various programs and expert consultations have helped the journey from start-up to star.

## THE FOUNDER & COFOUNDER

After some initial progress in the startup arena and some difficulties, Amir met Kie, an Englishman living in Seoul. Kie Brooks had achieved a PhD in artificial intelligence from Imperial College, London and had broad hardware and programming knowledge having worked at both Intel and Apple. In a chance meeting at a barbecue they discussed some of the problems that FastPong were facing and a new business partnership began to form.

Together they redesigned the system and within a year, they in cooperation with a Korean manufacturer had a robust and impressive piece of kit that was turning heads and ready to enter the world market.

## EARLY ADOPTERS

The strong industry contacts that FastPong has established both through programs and with their existing networks led them to meeting with Samsung's professional table tennis team (삼성생명탁구단) as well as the famous Korea Racing Association training centre (한국마사회).

These coaches at the centres include table tennis olympic gold medal winners Yoo Nam Gu (유남규) and the world champion Joo Se Hyuk (주세혁). After evaluating the system and seeing its merits, they adopted it as a part of their training for their professional players. With the cream of the academies adopting the FastPong system, it is also being adopted by top Federations world-wide.

## THE FASTPONG SYSTEM

FastPong is a patented high tech table tennis training system that combines custom hardware and software. It is designed to provide more effective training for players of all levels. Multiple bright

dynamic targets (effective in improving speed, accuracy and decision making in sports training) give visual feedback showing where the ball hits and data is collected via Bluetooth on the mobile app, for real-time metrics and historical analysis. Users can record and analyse their training history, progress and performance.

It will change the way we train and practise table tennis, and bringing the game into the rapidly expanding digital sports arena. Easy to use, simple to install, accessible for everyone and so versatile that it is loved by amateurs and professionals alike.

## **ENGINEERING**

The slim blue boards contain a whopping 37 PCBs which are joined together using a system of connectors and magnets, making the system easy to setup, take down and portable between venues. Acrylic spring mounted tiles and sensors register where the ping pong ball lands even at very high speeds, with no blind spots. An additional external ball sensor is attached to the ball shooter (and universally compatible with all types). Bright LED displays provide dynamic targets and large 7 segment displays provide useful information, such as countdown, balls served and targets hit and missed. The intuitive mobile app tracks the player's performance, with real-time metrics, data tracking and multiple training modes.

## **DIGITAL SPORTS**

A few years ago Golf-zone was able to create a whole new market, known as digital sports. It gave golfers the opportunity to conveniently go to digital golf centres and practise golf. This was followed soon after by Strike-zone, who managed to bring baseball into the digital arena.

There have been a few essential innovations in table tennis throughout its history. The first was the use of celluloid balls in 1900 to replace rubber and cork ones, sponge bats in the 1950s, ball shooters in the 1980s, and FastPong is going to enable table tennis to enter digital sports.

## **FUTURE PLANS**

This is an extraordinary change in the way table tennis players will train table tennis, with visual dynamic targeting, real-time quantitative feedback, and historical data tracking, comparison and analysis. Our patented device will bring table tennis into the digital sports arena, and will be accessible to amateurs as well as professionals.

We are proud to be the first product of this type on the market and it will revolutionise the table tennis industry. We have plenty of plans in development, including AI based custom training programs, competitions, and some extremely exciting ideas that we will be bringing forward as the number of systems around the world increases.

## **ENTERING THE GLOBAL MARKET**

FastPong is already certified for sales and exports world-wide and is currently available to order directly from their website [www.fastpong.com](http://www.fastpong.com). With the best players and coaches around the world rapidly adopting the FastPong system, why don't you?