**ADIDAS REVEALS THE FIRST FIFA WORLD CUPTM OFFICIAL MATCH BALL FEATURING CONNECTED BALL TECHNOLOGY**

* **Connected ball technology comes to Al Rihla for sport’s biggest stage, providing the VAR team with precise ball data in real time to support fast and accurate offside calls**
* **A new adidas Suspension System will allow for the most time-precise motion sensor to ever be used inside a World Cup Official Match Ball, tracking every touch of the game at a rate of 500 times per second**
* **The 500Hz inertial measurement unit (IMU) motion sensor inside the ball will enable the collection of very accurate ball movement data and transmission to Video Match Officials within seconds throughout the tournament**

**Herzogenaurach, July 1st 2022 –** adidas announces that the Official Match Ball of the FIFA World Cup™ 2022 will feature new connected ball technology, which will be used to enhance the VAR system by providing an unprecedented level of data and information to match officials for making faster and more accurate decisions on the biggest stage of all.

Following its reveal in March this year, Al Rihla will be the first World Cup Official Match Ball to feature this innovation, providing precise ball data, which will be made available to Video Match Officials in real time. Combined with player position data and by applying artificial intelligence, the innovative connected ball technology contributes to FIFA’s semi-automated offside technology and offers Video Assistant Referees instantaneous information to help optimize decision making.

A new adidas Suspension System in the center of the ball hosts and stabilizes a 500Hz inertial measurement unit (IMU) motion sensor, which provides unprecedented insight into every element of the movement of the ball, while making this technology unnoticeable for players and not affecting its performance whatsoever. The sensor is powered by a rechargeable battery, which can be charged by induction.

This new technology developed in close collaboration with FIFA and KINEXON, leaders in state-of-the-art sensor network and edge computing, enables the Video Match Officials to review live data for the first time by automatically providing very accurate information, 500 times per second, on when a player has touched the ball.

It will help inform offside situations as well as assist in detecting unclear touches thereby ultimately improving the quality and speed of VAR decision-making process.

The connected ball technology has been rigorously and robustly tested with a number of professional and grassroots football clubs around the world (including blind testing), namely at the FIFA Arab Cup and the FIFA Club World Cup 2021 in Abu Dhabi, with no perceived change to performance.

**Holger Kraetschmer, Head of Consumer Foresight at adidas said,** *“At adidas we are committed to an active and consistent contribution to enhance the modern game for players and fans alike. From the latest boot technology to hardwear, kits, and now connected ball technology to assist with quick and accurate decision making to improve the experience for all, technology and innovation are at the heart of everything we do. “*

**Johannes Holzmüller, Director Football Technology & Innovation at FIFA said,** *“This technology is the culmination of three years of dedicated research and testing by FIFA and our partner adidas to provide the best possible experience for the referees, teams, players and fans who will be heading to Qatar later this year. We look forward to seeing semi-automated offside technology including the connected ball technology in action at the FIFA World Cup™ 2022.”*

**Dr. Maximilian Schmidt, Global Sports Lead at KINEXON, said,** *“As FIFA Preferred Provider for Live Player and Ball Tracking our goal with adidas is to use state-of-the-art technology to improve the experience for everyone involved without changing the game of football. We are confident that with accurate live ball data the connected ball technology will enable a new age of football analytics and fan experience.”*

Al Rihla – the Official Match Ball of the FIFA World Cup™ 2022 – with its connected ball technology, will be used in all of the tournament’s 64 matches, starting from the first match on 21st November. The raw data captured during the FIFA World Cup™ 2022 through the connected ball technology and transmitted to Video Match officials is fully owned and managed directly by FIFA.

The Official Match Ball with the connected ball technology will not be commercialized or available in retail.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:** [**adidasglobalfootball@hkstrategies.com**](mailto:adidasglobalfootball@hkstrategies.com)

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.

**About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship, the UEFA Champions League & Major League Soccer. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus, as well as top Federations such as Germany (DFB), Spain (RFEF), Belgium (RBFA), Argentina (AFA) & (as of January 2023) Italy (FIGC). adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Karim Benzema, Catarina Macario, Jude Bellingham, Vivianne Miedema, Trinity Rodman, Jennifer Hermoso, Serge Gnabry, Pedri, Joao Felix, Lindsey Horan & Wendie Renard.