

K BASEBALL



Introducing K-Baseball

Meet K-Baseball, the 3D-measurement, coaching and training technology platform that helps batters improve their hitting. K-Baseball was created with the assistance of several major league baseball teams who are currently using it with great success.

I think the one (technology) I'm most excited about right now is K-Baseball.

- ANDY MCKAY / HEAD OF PLAYER DEVELOPMENT
Seattle Mariners

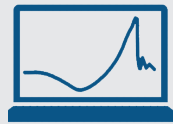
How K-Baseball works

HIT



The player hits pitches, and K-Baseball auto-captures the swings

ANALYZE



3D-measurement reports enable the coach to understand both the strengths and weaknesses in the player's hitting motion

TRAIN



Patented biofeedback trains the player to hit better with both customizable and professional ranges

How to use K-Baseball

While wearing four wireless military-grade inertial sensors, the player simply hits balls during live batting practice, off a tee or even during a game. The sensors stream 3D-motion data in real time to a tablet computer, on which the K-Baseball software assesses the player's motion and creates easy-to-understand reports and graphs that explain how the hitter swings. You also can compare the hitter's swing to pro ranges to better understand the hitter in the context of the best players in the world. The reports demonstrate the player's strengths and weaknesses, so you use patented biofeedback to both identify and correct mechanical issues and limitations.



The K-Baseball edge



By focusing on a 3D image of the player's body, K-Baseball provides insight that goes far beyond simply observing how the player uses the ball and bat. K-Baseball utilizes the player's movements to deliver the additional insights provided by tracking through sensors and software. For the first time, it's possible to measure, assess and train the body to achieve optimal hitting (and, eventually, pitching) movements. As illustrated below, K-Baseball unlocks many value pillars for both the coach and player.

Value pillars unlocked by K-Baseball:



Launch angle and path:

- What mechanics is the hitter using to create the launch angle?
- What could the player do differently to change the bat path?



Bat speed: Power is created and transferred through a sequence.

- Does the hitter go through sequences correctly?
- Is the hitter creating and transferring power between the lower and upper half effectively?
- How can the hitter better create bat speed?
- What does an efficient swing look like?



Consistency:

- Is the hitter's swing consistent?
- At what point in his swing, can the hitter improve in consistency?
- What are the hitter's tendencies?
- Can the hitter use his swing effectively with different kinds of pitches?
- Does the player use his swing effectively to hit balls in different locations?



And more:

- How does the hitter initiate the swing?
- How does the hitter build and store power?
- How is the hitter moving when he's hitting well?
- What is the hitter doing differently when he's in a slump?

Features that make K-Baseball special

- K-Baseball incorporates new elements: 3D motion capture automatically marks key points in the swing, including Heel Strike, First Move and Contact
- Works quickly: Auto-capture automatically captures and saves a swing every 4 seconds
- Provides new points of view: 3D animation playback allows you to see the hitter from any angle
- Work with statistically significant datasets: Multi-swing reports show trends in groups of captured swings, averages and standard deviations
- Understand in a meaningful context: Evaluation reports explain a hitter's swing and compares it to professional averages; the reports can be shared with the hitter

Why K-Baseball is super easy to use

- Takes less than 2 minutes to go from unpacking the system to capturing swings
- Instantaneous training of athletes with no setup required for pre-built biofeedback templates
- Manage clients, store swings and monitor training accountability via the cloud
- Create and share student evaluation reports with one-click PDF export
- Need help? Our team of technical and baseball experts and online course are always available



How you can transform your business with K-Baseball

- New revenue sources: Build your business around a proprietary evaluation, a product you can charge for or use to sell lesson packages
- Attracting new students: Referrals are the primary source of a coach's students
- Increase lesson rates: 3D measurement and biofeedback training make instruction more valuable
- Unlock new business models to use lightly supervised training, unsupervised training and distance coaching to supercharge your business

Built on a proven foundation

Originated and proven in golf

K-Baseball is built on the foundation of K-Motion's 16 years of working with golf coaches and golfers. The company's customer base of coaches is more than 2,000 strong and includes winners on every golf tour, top-ranked golf coaches, major universities and elite junior academies. The products are successfully used with golfers of all ability levels and ages.

3D measurement

We are on a mission to change the mindset surrounding baseball instruction and the tools a coach uses to evaluate and guide player improvement. For too long, coaches had no choice but to rely on 2D-video recordings to teach 3D movement. 2D is a good start, but it simply does not provide the whole picture. Think about it: As humans, we live and move in 3D, so it's a lot easier to understand, teach and learn to move in 3D with 3D-based tools. We've created those tools.

Patented real-time biofeedback training

Communicating how to move with words and your hands is difficult. It's hard to explain what you mean, hard to understand and hard to learn. Players don't understand, and even when they do, they frequently use the wrong muscle groups and create movement paths that are incorrect, but look correct to the eye or a 2D-video camera. K-Baseball biofeedback solves these problems. K-Baseball biofeedback is the ultimate communication bridge between your instruction and your player's hitting. You simply load the activity or movement pattern and let the arrows, sounds and other digital visual training guides help your hitter find, perfect and make permanent his best swing. It's that easy.



WHAT YOU GET WITH K-BASEBALL



4 rechargeable Bluetooth K-Sensors

Class 1 USB Bluetooth adapter

Ergonomic torso, wrist, arm and waist garments

Convenient charging and carrying case

Lightweight travel backpack

K-Baseball Software

Annual K-Coach Software Upgrades

Unlimited Access to K-Campus Educational Website

Remote Based Customer Service

Live coaching from our new customer success representative

Weekly emails and videos

3 months of The Loop, your K-Motion concierge

ALL FOR ONLY \$5,495