

Crionet acquires Eyes Vision to disrupt its video AI capabilities and enhance the offer in Technologies for Sports

Naples, August 7.th, 2023 - Crionet, a leading Sport Tech company operating on a global scale, is pleased to announce the acquisition of Eyes Vision S.r.l. (Eyes On), a company specialized in providing Computer Vision-based applications, including real-time automated analysis and game action tracking, both powered by artificial intelligence. The acquisition marks a significant step forward for Crionet in expanding its product portfolio in racket sports and offering an even more comprehensive and innovative range of advanced solutions for the world of sports, including automated highlights, VAR, and advanced web platforms for athlete performance analysis.

Eyes On is a Sport Tech company founded in 2016 in Trento (Italy) by Stefano Marcon and Mario Sgrò, offering on-court and off-court technology services for tennis and padel, such as ball and player tracking, real-time statistics, line calling services, automated video clips, and highlights.

With this acquisition, Crionet aims to solidify its position as a leader in the Sport Tech industry, providing a wide range of innovative solutions and enhancing existing products to improve the experience of event organizers and fans, thanks to further significant investments in Computer Vision and Artificial Intelligence. The combination of Crionet and Eyes Vision technologies and expertise will enable the development of an advanced set of products and services for the B2B and B2C markets in the world of sports.

Giorgio Garcia-Agreda, CEO of the Crionet Group, expressed enthusiasm about the completion of this strategic transaction: "The acquisition of Eyes On represents an important milestone for Crionet in achieving our growth objectives in the Sport Tech sector. We are excited to be able to offer our partners and customers advanced AI-powered live solutions for sports and their natural integrations and evolutions. We are already field-testing Eyes On's experience and know-how to seamlessly integrate with our existing capabilities, leading to significant synergies."

Mario Sgrò, Executive Director of Eyes On, added: "The acquisition by Crionet is a testament to the hard work and dedication of the Eyes On team. We are excited to leverage Crionet's expertise and resources to further develop and improve our offer, expand in the B2B space, and strengthen our presence in the B2C market."

Crionet was advised by Giovannelli e Associati on legal aspects, with a team led by Partner Matteo Delucchi and composed of associates Nicola Malta, Carlo Guida, and Giorgia Palmas. Athena worked on the financial and tax due diligence, with a team led by Luisa Spadari.

Eyes On was advised by a team of Giliberti Triscornia e Associati, led by Francesco Cartolano.