SECOND SPECTRUM – MACHINE INTELLIGENCE ADVANCING PROFESSIONAL SPORTS TEAMS AND LEAGUES

Problem – Challenge
Enabling new analysis, compelling content and experiences through interactive applications and augmented video for sports leagues, coaches, front offices, traditional and digital media, and content owners.

Solution
As the Official Optical Tracking Provider of the NBA, Second Spectrum applies state-of-the-art machine learning and computer vision techniques to track and analyze the movement of every player on the court. Second Spectrum's player tracking system leveraged some of the technology developed by EPFL and its spinoff PlayfulVision, which was integrated into Second Spectrum's core operations in 2015.

The technology consists of optical trackers that captures the movements of each player and the ball, providing their exact coordinates 25 times per second. This information allows the precise analysis during a game: position, shots, rebounds or faults.