



x2
focus
performance innovation



The Importance of Analysing Performance

Performance analysis is now recognised as having a crucial role to play within any coaching programme. Advances in video and computer technology has provided the opportunity to analyse and develop individual, unit and team performance more effectively than ever before.

Until now however, the high cost of these analysis systems has meant that access to this technology has often been limited to those coaches working at the highest levels of the game.

Affordable Analysis Technology for ALL Coaches

Focus is already used around the world at the International and Professional levels of the game. It provides coaches with the ability to generate a more complete and accurate picture of performance than ever before.

Our aim is to ensure that every qualified coach has the opportunity to access and benefit from this advanced analysis technology. Focus X2 is an essential tool for those in the business of developing individual and team performance.

Focus combines a simple, flexible design with a range of unique and powerful analysis tools to bring in-depth analysis capability to all.

How Focus X2 is being used in Football (Soccer)

- Game analysis
- Individual player analysis
- Within Training to develop/change performance
- To 'scout' opposition
- To gather valuable statistical data over the course of a single game, over a series of games, or over a season
- To analyse and develop refereeing performance
- Within Coach Education programmes to analyse and develop coaching performance.



Fact

Focus is used by coaches in more than 60 countries around the world.

Using Focus X2

The software allows the user to view video of a performance and then enter the 'events' that they are interested in using the flexible and easy-to-use Category-Set facility in Focus.

The real power and value of Focus is that once you have entered your events, you can then instantly access and view any aspect of the performance that you are interested in. (E.g. every corner kick, attack, turnover, penetrating pass or transition opportunity, from the perspective of a particular team or individual player). You as the coach have complete control over which aspects of the game you want to analyse and view.

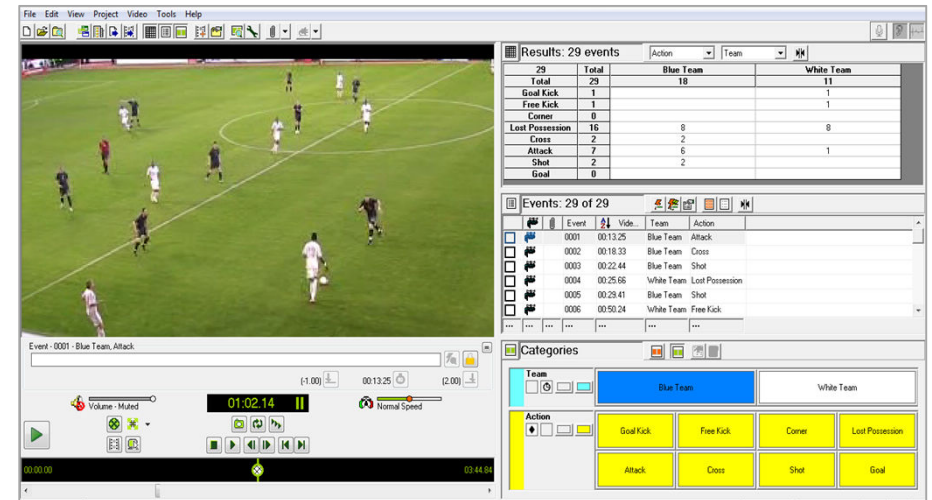
How Focus Works

Focus allows the user to create a 'Category Set' based on those aspects of the Performance that they want to analyse and view. You have complete control over the content and can create up to 10 categories and have up to 100 options within each category, but we would advise that often the simplest Category Sets are the most effective. This flexibility enables you to analyse any aspect of team play, individual performance or team unit.

The user then watches the video and enters the 'events' that they are interested in. An 'event' is generated by selecting one option from each of the Categories that the user has created. Once an 'event' has been generated it is automatically added to the 'Events' list and the 'Results' grid.

Now comes the clever bit. Once the user has entered all of the 'events' that they are interested in, they can automatically access and view any aspect of performance via the powerful, interactive review technology built into the software.

An invaluable tool in aiding the coaching and learning process



Focus provides the ability to...

- Easily **capture** video into your laptop/desktop computer
- Quickly **configure** Focus to analyse any aspect of individual or team performance
- **Instantly access** video of any aspect of performance that you have analysed
- Enable you to **automatically generate 'Highlights' movies** of any aspect of individual or team performance that you choose
- **Automatically generate valuable data** on performance
- **'Scout' opposition** more effectively than ever before
- **Share** your analysis with your players in different ways

Analysing Performance with Focus

One of the great benefits of Focus is that you can use the software with any PC desktop or laptop computer, therefore sparing you the need to purchase additional expensive hardware.

Using Focus is easy: **Capture** → **Analyse** → **Review** → **Share**

Step 1 – Capture the Game Footage

Video the performance and capture the footage straight into Focus using the 'Video Capture' facility.

Step 2 – Enter Your Analysis Data

The simple Category Set function within Focus allows you to set out what aspects of the individual, unit and team performance you want to analyse. You then play the video in Focus and use your Category Set to enter the data that you are interested in.

Step 3 – Reviewing Your Analysis

This is the clever bit. Using the advanced interactive review functionality built into Focus you can instantly access and view any aspect of the game that you are interested in.

For example, if you wanted to see every shot on goal, or every time a particular player gave the ball away to the opposition, you would simply select the appropriate option in your category set and Focus will instantly enable you to view each of these examples one after the other.

Step 4 – Share Your Analysis With Your Players

The key part is sharing your analysis in an effective way with your players. Focus enables you to do this in a number of ways;

- in team meetings or 1 to 1 sessions with players
- by using the 'Highlights' facility in Focus to automatically create movies of key events and copy them to DVD or load them online
- by allowing you to export your Focus data and create detailed Game reports
- by copying your Focus projects onto other computers that have the Focus software installed, allowing players to review performance

Capture:



Analyse:



Review:



Share:

