



# ***focus***

***performance innovation***



## **Focus: The affordable analysis solution**

Our aim is to ensure that powerful analysis technology be accessible and integrated at **every level of sport**.

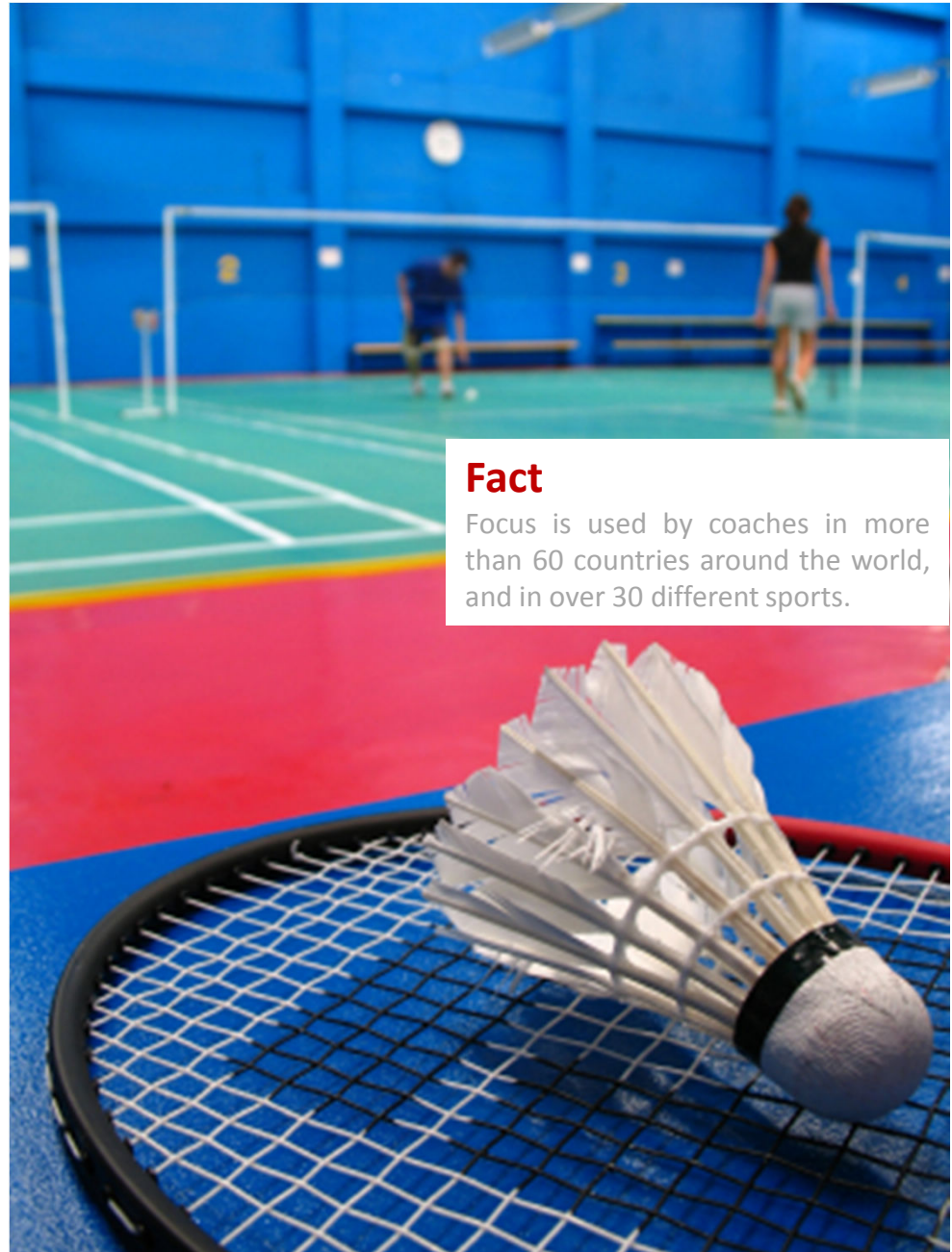
Until now the cost of these analysis systems, and the cost of computer and video hardware has meant that only coaches working at the top end of sport could benefit.

### **Focus is the answer**

Now, for the first time, we have made **world-class analysis technology available at a price that is affordable to all**.

We have developed a basic version of our globally popular Focus X2 software to provide a powerful, flexible video analysis solution that will allow you to analyse all aspects of individual and team performance in your sport.

**Powerful**  
**Flexible**  
**Affordable**



### **Fact**

Focus is used by coaches in more than 60 countries around the world, and in over 30 different sports.

## The value of Focus

The quality of the feedback that we as coaches provide for our athletes is crucial in the development of technical and tactical skill.

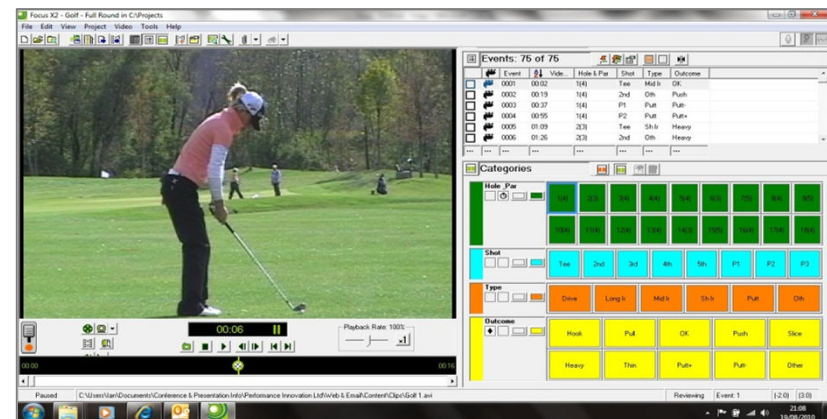
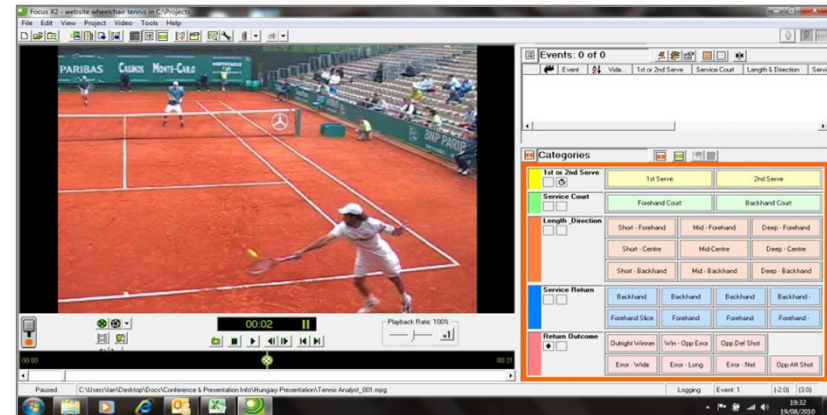
Focus adds huge value to the coaching process by providing the ability to generate a more complete and accurate picture of performance than ever before. It combines a simple, flexible design with a range of powerful analysis tools to bring in-depth analysis potential to all.

### Our basic version

Our basic version of Focus enables the user to instantly view and analyse any aspect of performance that they are interested in, as well as automatically generating statistical information on key areas.

The power and flexibility of Focus is down to its unique 'category set' structure. We will provide you with a series of templates for your sport that have been developed and used by international and professional coaches and support staff throughout the world.

## An invaluable tool in aiding the learning and coaching process



## 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**

### Step 1 – Capture the Game Footage

Video the performance and capture the footage straight into Focus using the simple '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 game 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.

236	Total	Team B	Team A
Total	236	125	111
GK Play	10	7	3
GK Dist	66	40	26
Pen Attack 1/2	81	37	44
Cross Opps	42	24	18
Free Kicks	13	9	4
Coners	5	2	3
Shots on Goal	16	6	10
Goals	3	3	0

Event	Time	Team	Area	Event
0203	00:00:01.81	Team B	AirM	Shots on Goal
0206	00:00:06.31	Team A	MdC	Pen Attack 1/2
0207	00:00:06.31	Team B	AirM	Cross Opps
0209	00:00:10.63	Team B	MdR	Pen Attack 1/2

**Categories**

Team A	Team B		
DefL	MdL	AirL	
DefC	MdC	AirM	
DefR	MdR	AirR	
GK Play	GK Dist	Pen Attack 1/2	Cross Opps
Free Kicks	Coners	Shots on Goal	Goals

### 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 and share this with your players.

For example, if you wanted to see every shot that your team took, or every cross or pass that an individual player made during a game, 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.





The technology is great and we have found it invaluable. The players enjoy it and that is important.

**Craig Levein (Manager, Scotland National Team)**



The ability to enter data real-time during tournaments or during practice is really beneficial.

**Hannah Behan, Lead Performance Analyst, Badminton England**



The Focus software played a central role in my preparation and progress before and during the Athens Olympics.

**Amir Khan (Olympic silver medallist – Boxing)**



I've always used videos to analyse games but this technology takes it to another level really.

**Ian Holloway, Manager, Blackpool FC (English Premier League)**



Focus is a tool that anyone involved in coaching should have access to.

**Professor Mike Hughes, Chair, International Society for Performance Analysis of Sport**

# In the words of others

**For more information on Focus;**

Performance Innovation - Sales Team

E [sales@performanceinnovation.net](mailto:sales@performanceinnovation.net)

T +44 (0)1382-553976

W [www.performanceinnovation.net](http://www.performanceinnovation.net)

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