



Diamond Kinetics Selected to Participate in MIT Sloan Sports Analytics Conference 2014 Startup Competition

Revolutionary Motion Analysis Technology Identifies Improvement Areas for Baseball and Softball Players at all Skill Levels

Swing Mechanics/Diagnostics, Real-time Data, and Training Drills Create a Multi-Faceted and Comprehensive Player Experience

Pittsburgh, PA. — February 13, 2014 — [Diamond Kinetics](#), a sports science startup developing a revolutionary new technology platform to improve player performance in baseball and softball, today announced they are 1 of 9 startups selected nationally to participate in the prestigious Startup Competition and Trade Show at the 2014 MIT Sloan Sports Analytics Conference being held in Boston, MA on February 28-March 1, 2014.

As part of the competition Diamond Kinetics will have “4 Good Minutes” to explain their business and how they are revolutionizing the sports industry. The company with the best pitch as determined by a panel of judges will receive a cash prize and bragging rights as the “most promising” startup at the conference.

Translating data into insights, action, and real skill improvement

Using real-time quantitative data and biomechanics feedback, Diamond Kinetics makes it possible for players and coaches to measure performance, identify improvement areas based on those measurements, and then address specific skill gaps.

Academically validated science combined with a player- and coach-centric platform

Diamond Kinetics revolutionary motion analysis technology builds upon PhD-level engineering, physics, and scientific research completed at the University of Michigan and the University of Pittsburgh, to create an easy-to-use interface for players and coaches.

“We’re excited to have a chance to compete against such a strong group of startups in the sports analytics and technology space” said C.J. Handron, Diamond Kinetics Co-Founder and CEO. “Diamond Kinetics is leading a fundamental change in the way baseball players improve

their performance by using motion analysis—we’re bringing academically validated science together with a player- and coach-centric platform.”

To learn more about Diamond Kinetics and their revolutionary new sensor based motion analysis technology designed to help baseball and softball players at all skill levels improve their performance, please visit diamondkinetics.com/.

About Diamond Kinetics

Founded in 2012, Diamond Kinetics is a Pittsburgh-based startup company intensely focused on the ability to bring motion data and analytics to players of all ages and skill levels in baseball and softball. Building upon intellectual property developed at both the University of Michigan and the University of Pittsburgh, we’ve combined engineering talent, innovation and ‘best in class’ partners to create the most cutting edge training and performance tools in the world.

About the MIT Sloan Sports Analytics Conference

Founded in 2006, the MIT Sloan Sports Analytics Conference presented by ESPN (www.sloansportsconference.com) provides a forum for executives, leading researchers, and students to discuss the increasing role of analytics in the global sports industry. The 2013 conference had over 2700 attendees, and the 2014 event is sold out. Headlining speakers for this years conference include Malcolm Gladwell (best selling author), Kevin Plank (co-founder and CEO of Under Armour), Phil Jackson (former NBA Head Coach and Hall of Fame member) and many more.

Public Relations Contact:

CJ Handron
Diamond Kinetics, Inc.
Tel: 412.447.1550
Email: cjhandron@diamondkinetics.com