

# INNOVATION, TECHNOLOGY AND DATA IN 21<sup>ST</sup> CENTURY BASEBALL

Technology has entered the game of baseball in the quest for knowledge for better player performance and fan enjoyment with a data-driven approach. New terms will become standard in baseball, such as biokinematic hitting, electromyography, biotech batting cages and media technology such as Pitch F/X, Hit F/X, exit velocity, angle of trajectory and home run distance. With **INNOVACITY** introducing the “duration of impact” and the “PowerZone™”, baseball will continue as a thinking person’s game.

**INNOVACITY** partnered with an engineering firm that typically studies nuclear submarine designs to conduct vibration fatigue analysis in equipment placed on US Navy ships. Two years of engineering and technology studies resulted in identifying the best performance characteristics of any baseball bat, whether they are made from ash, maple, composite or metal.

**INNOVACITY** has introduced advanced media technology that will determine where the ball is hit by the batter’s bat, the PowerZone™, and the maximum impact it has on projecting the ball into the field of play. Baseball fans and players will soon witness this advancement in technology while viewing MLB games in 2020.

## INNOVACITY The Strategies for Sports Marketing

