IIHF and Dartfish Announced a Strategic Partnership to Deploy a Computing Vision Solution Dedicated to Ice Hockey Organizations and Teams

The partnership delivers the player and puck tracking solution for the IIHF World Championship in Slovakia in May 2019.

Alpharetta, GA, May 21, 2019 --(PR.com)-- Dartfish, a Swiss company providing video performance analysis tools to the sport industry since 1999, has opened a subsidiary for Research and Development in Riga (Latvia). Dartfish Latvia has developed and tested the new player tracking solution under the leadership of Marcis Grasis - an ice hockey events and competition expert, who joined Dartfish Latvia as COO.

Based on computing vision, artificial intelligence and machine learning's latest innovations, this new Dartfish solution aims to deliver player and puck tracking information in real-time. The live delivery of this vast amount of information will provide ice hockey fans with comprehensive and precise game information and content, whilst supporting teams and coaches in their tactical analysis.

“Partnering with IIHF to design the solution for the future of ice hockey is a unique opportunity for the teams, clubs, players and fans to have their needs at the core of our company strategy,” stated Jean Sebastien Merieux, CEO Dartfish.

The “solid ground” of the existing Dartfish products and partnership with the governing body of international ice hockey means we have all the knowledge and material to make this the best solution on the market.”

This technology is fully integrated and compatible with the leading video analysis tools developed by Dartfish Solutions (Dartfish TV and Dartfish Software) and will enable teams and coaches to refine the high impact decision-making, needed during games. Generated data will be stored, along with recorded video, as baseline information for expanded analysis in preparation of upcoming successes on the ice.

Grasis involved with IIHF for many years, strongly believes in this Dartfish solution. “I have seen many player and puck tracking technologies and companies struggle to make their product usable for the end-user and bring actual, tangible results and value. The 'solid ground' of the existing Dartfish products and partnership with the governing body of international ice hockey means we have all the knowledge and material to make this the best solution on the market.”

About IIHF

The IIHF is the governing body of international ice hockey and inline hockey. The IIHF presides over ice hockey in the Olympic Games, and over the IIHF World Championships at all levels. Each season, the IIHF in collaboration with its local organizing committees, runs about 25 different World Championships.

About Dartfish
Dartfish (www.dartfish.com) makes the power of video accessible to millions and sets the video standard across sports such as ice hockey. Dartfish, trusted globally by thousands of elite sport organizations, federations, and corporations, leads the world with technology to create, analyze and distribute video content. Dartfish is privately held, with worldwide headquarters in Switzerland and U.S. headquarters in Alpharetta, GA.
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