

Riddell[®]

INSITE ANALYTICS

Introducing a new analytics reporting suite to provide football's stakeholders a quantitative impact and workload analysis to help improve player performance.

Riddell is using proprietary impact metrics to deliver customers a unique depiction of a football program's daily routines.

By leveraging data, teams can create a distinct competitive and performance advantage:

- Analyze impact data by dress type to make informed practice plan decisions.
- Analyze impact location to proactively influence player behavior, manage impact exposure, improve training technique and keep athletes on the field.
- Correlate game day performance to team and player impact workload data.

Riddell's InSite Analytics Team provides automated reports and compares teams' head impact data to national norms (playing level/position-specific) and individual history.

INSITE ANALYTICS FEATURES



EQUIPMENT SETUP

Full-service roster and equipment management. Helmets configured to players prior to new helmets shipping from the plant and/or reconditioning facilities.



IMPACT LOCATION TRACKING

5 impact location reporting provides coaches with additional tools for monitoring proper technique.



EMERGING TECHNOLOGIES

InSite Analytics users have early access to developing smart helmet technologies and input in future helmet development.



INTERACTIVE WEB PLATFORM

Input practice plan and view additional impact data via web portal.



FULL SEASON BATTERY LIFE

No charging necessary. InSite lasts the entire season.



AUTOMATED WEEKLY REPORTS

Comprehensive reports customized on user requests. Delivered with a team-level analysis, along with position-specific reports.



CLOUD-BASED STORAGE

Unlimited AWS storage allows for longitudinal impact tracking & analysis.



PLAYER IMPACT LOAD ANALYSIS

A weighted metric that takes medium and high intensity head impacts into consideration and compares to national norm and personal history.

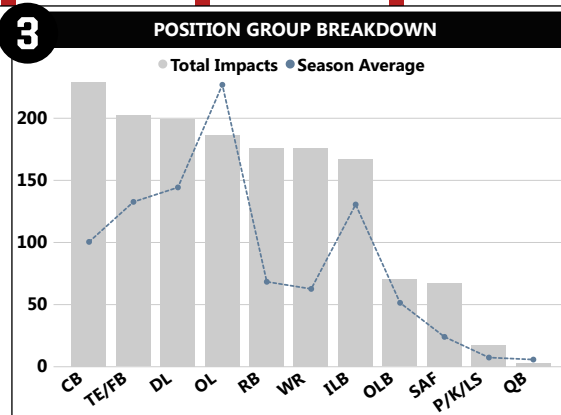
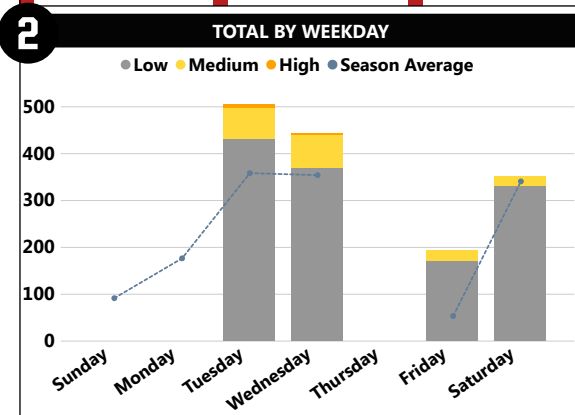


ON-CALL SERVICE AND SUPPORT

In-person/phone/online support as needed.



1	IMPACTS 1492	CONTRIBUTING PLAYERS 62	TOTAL IMPACTS WEEK RANK: 5	31% ↑ vs last week 1143	45% ↑ vs season avg 1,031	ALERTS 16
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4 TOP INCREASE IN IMPACTS

Player Name	Last Week	This Week	% Change
#43 Thomas	17	64	↑ 276%
#92 Miller	17	62	↑ 265%
#27 Denver	23	58	↑ 152%

TOP DECREASE IN IMPACTS

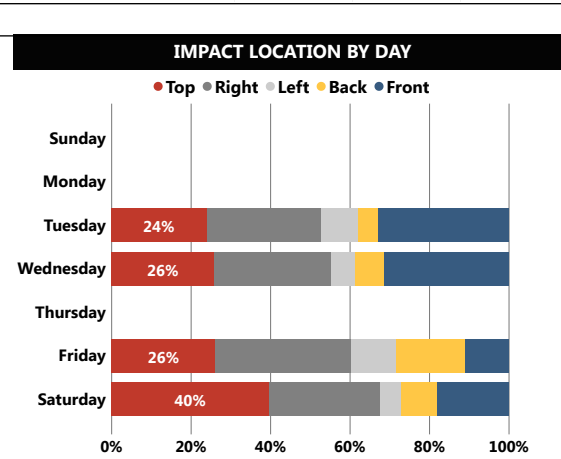
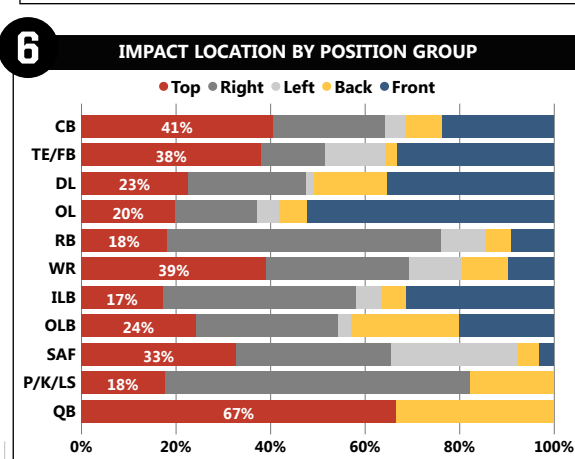
Player Name	Last Week	This Week	% Change
#80 Tatum	146	26	↓ -82%
#56 Willis	54	30	↓ -44%
#7 Phillips	47	27	↓ -43%

5 TOP 3 PLAYERS IN LOAD

Player Name	Position	Load
#28 Billings	RB	47%
#26 Little	TE/FB	42%
#39 Ruth	TE/FB	39%

TOP 3 PLAYERS IN ALERTS

Player Name	Position	Alerts	Impacts
#28 Billings	RB	6	81
#14 Williams	WR	4	31
#39 Ruth	TE/FB	2	43



AUTOMATED WEEKLY REPORTING TEAM LEVEL ANALYSIS

Reporting features also include position-specific individual workload / intensity analysis and comprehensive reporting.

1 COMPARATIVE TEAM IMPACT ANALYSIS

Summary of team's impacts based on quantity and intensity compared to season average and previous week.

2 IMPACT TRENDS

Quantify your impact volume by dress type to make informed practice plan decisions.

3 POSITION GROUP BREAKDOWN

Impact volume categorized by position group and contributing players.

4 TOP INCREASE/DECREASE

Impact volume categorized by the players with the highest increase & decrease when compared to the previous week.

5 IMPACT LOAD ANALYSIS

Compare the player's impact load versus Riddell's National Data Set (10+ Million) for playing level and position.

6 IMPACT LOCATION TRACKING

Track impact location by position group and day of the week.

TEAM DAILY REPORT

FBS Team #1

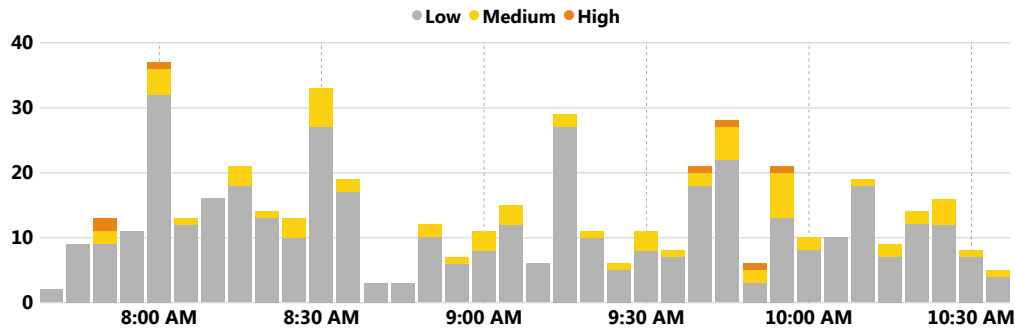
Tuesday, October 24, 2023

1

54
PLAYERS505
IMPACTS194% ↑
IMPACTS FROM
LAST WEEKIMPACTS FROM
YESTERDAY2
ALERTS

2

SESSION IMPACTS



PRACTICE NAME:

Opp. Practice #2

START TIME:

8:10 AM

DRESS:

Full Pads

3

TOP PLAYERS IN IMPACTS

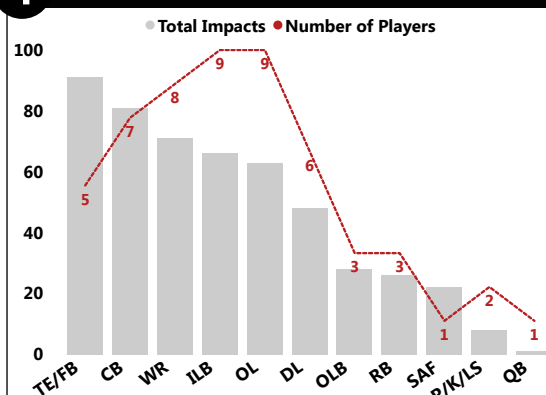
Player	Pos.	Alerts	Impacts
#9 Adams	WR	1	33
#26 Little	TE/FB	1	28
#80 Tatum	TE/FB	2	26
#27 Denver	CB	0	25
#25 Toms	SAF	0	22

TOP PLAYERS IN LOAD

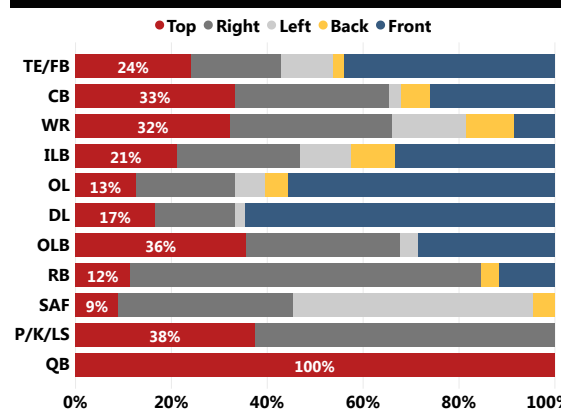
Player	Pos.	Load
#26 Little	TE/FB	28%
#39 Ruth	TE/FB	22%
#9 Adams	WR	19%
#14 Williams	WR	14%
#80 Tatum	TE/FB	13%

4

POSITION GROUP BREAKDOWN



TODAY'S IMPACT LOCATION

AUTOMATED DAILY REPORTING
TEAM LEVEL ANALYSIS

Reporting features also include position-specific individual workload / intensity analysis and comprehensive reporting.

1
COMPARATIVE TEAM
IMPACT ANALYSIS

Summary of team's impacts in comparison to the same day of previous week and yesterday.

2
DAILY PRACTICE PLAN
FEEDBACK

Gain immediate insights into what drills are causing the highest head impact exposure.

3
TOP CONTRIBUTORS

Impact volume & load categorized by individual.

4
POSITION GROUP BREAKDOWN

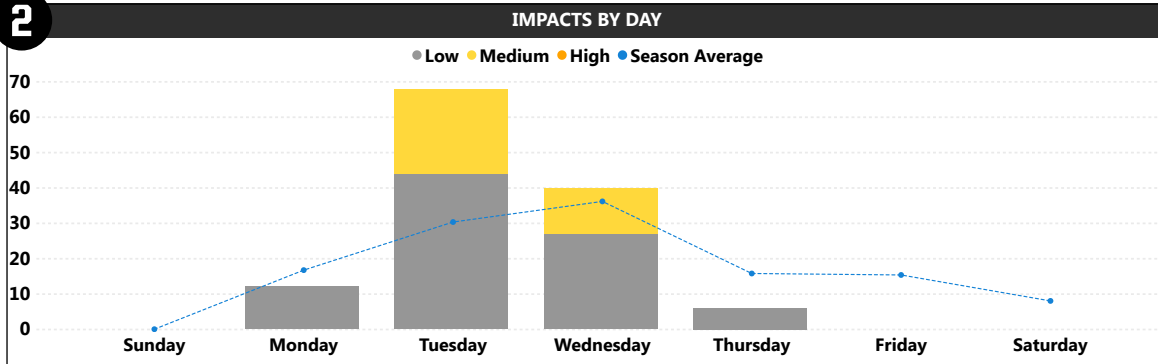
Impact volume & location categorized by position group.

#98 Shane Defensive Line

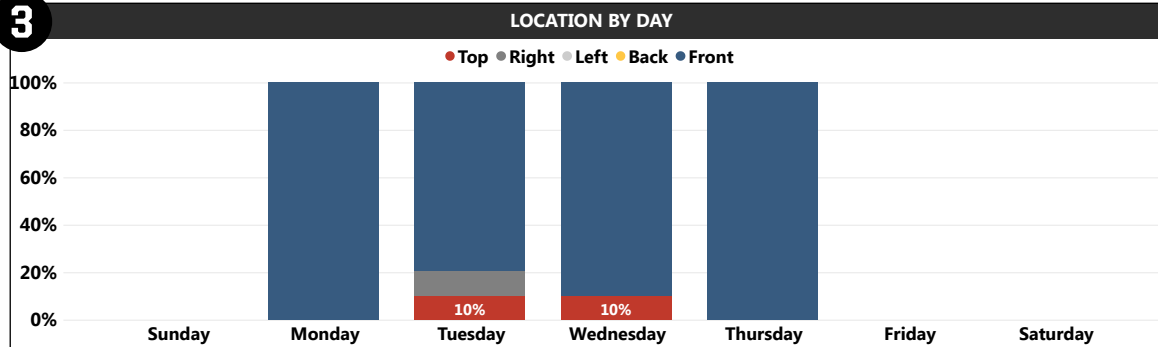
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LOW IMPACTS	MEDIUM IMPACTS	HIGH IMPACTS	TOTAL IMPACTS	↑ 91 % vs last week	TOTAL ALERTS THIS WEEK
89	37	0	126	66	0

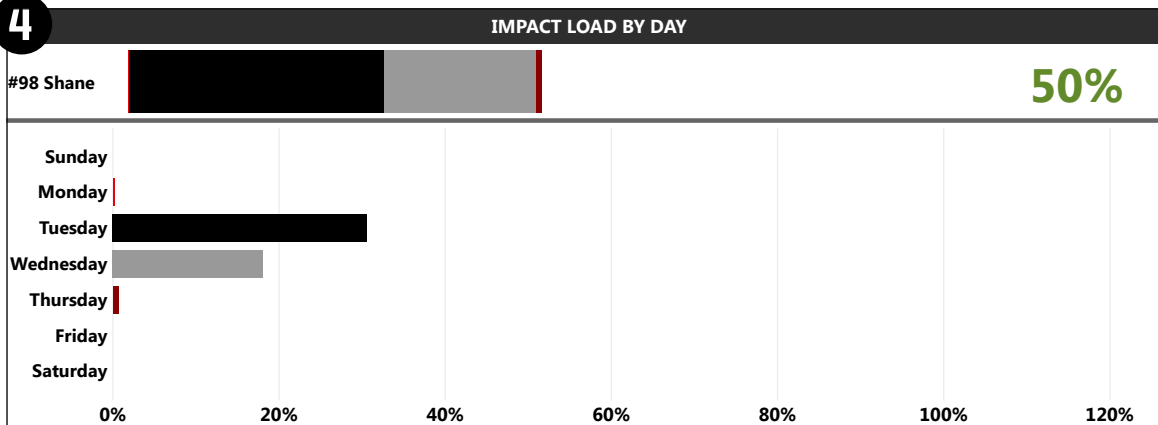
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3



4



AUTOMATED PLAYER LEVEL REPORTING INDIVIDUAL ANALYSIS

Reporting features also include position-specific individual workload / intensity analysis and comprehensive reporting.

1 COMPARATIVE INDIVIDUAL PLAYER ANALYSIS

Summary of selected individual player's impact profile based on a chosen time period.

2 HIE LOAD CHART

Quantify a player's workload based on day of the week.

3 LOCATION

Take note of where an individual player takes every impact on his helmet.

4 IMPACT LOAD GAUGE

Compare the player's impact load versus Riddell's National Data Set (10+ Million) for playing level and position.