



# The Smart Ball: Revolutionizing Cricket

**The Smart Ball was invented by Ben Tattersfield. It is an innovative technology that is transforming the way cricket is played, analyzed, and experienced. This intelligent ball collects real-time data on key metrics, revolutionizing the sport.**



by Aniketh Kotamraju



Made with Gamma

# Technology Transforming Cricket

## 1 Evolution of the Game

Cricket has evolved from traditional to modern, with technology playing a crucial role in enhancing player performance, umpiring decisions, and fan engagement.

## 3 Enhancing the Experience

Stump cameras and microphones have enhanced the broadcast quality, providing detailed insights and a more immersive experience for fans.

## 2 Innovative Technologies

Technologies like DRS, Hawk-Eye, Snickometer, and wearable tech have revolutionized the sport, providing deeper insights and improving fairness.





# Introducing the Smart Ball

**Developed by Kookaburra and Sportcor**

## Intelligent Design

The Smart Ball features an embedded microchip that collects detailed data on speed, spin, and power, without affecting the ball's performance.

## Real-Time Data

The data is transmitted via Bluetooth to a gateway and then to the cloud, where it is analyzed and displayed on devices in real-time.

## Affordable Solution

The Smart Ball provides an affordable alternative to costly ball-tracking technologies, making it accessible for domestic and associate cricket.

# Metrics Measured by the Smart Ball

**Pre-Bounce Speed (km/h)** - Speed just before the ball bounces

**Post-Bounce Speed (km/h)** - Speed of the ball just after it bounces

**Release Spin (RPM)** - Revolutions on the ball at the point the bowler releases it

**Post-Bounce Spin (RPM)** - Revolutions after the bounce

**Power (Watts)** - Amount of power/effort the bowler puts into the ball

Speed and spin of the ball on release of a bowl	Speed of the ball through the air	Speed and spin of the ball after it has bounced	The amount of effort the bowler put into the bowl
BOWL	PRE BOUNCE	POST BOUNCE	POWER
99 KM/H	91 KM/H	81 KM/H	25.8 W
688.1 RPM		1563.3 RPM	

# Benefits of the Smart Ball

Smart Ball behaves like a regular Kookaburra ball. According to the manufacturers, all the behavioral characteristics are same as the traditional ball. The look and feel are the same and the weight doesn't increase in spite of the chip inside.

From the time the ball is bowled to producing the results, it takes about an average of five seconds for the entire process to work.

## For Players and Coaches

The real-time feedback on performance metrics enables players and coaches to make informed adjustments and improvements.

## For Fans and Broadcasters

The data collected by the Smart Ball enhances the viewing experience, making the technical aspects of the game more accessible and engaging for fans.

## For the Sport's Growth

The affordable and accessible nature of the Smart Ball can help expand the use of advanced analytics in cricket, especially in amateur and domestic leagues.

# Smart Ball in Action: CPL 2021



## Debut in CPL 2021

The Smart Ball made its professional debut in the Caribbean Premier League (CPL) 2021, with Akeal Hosein bowling the first Smart Ball delivery.

1

## Positive Reception

The Smart Ball was well-received by players, coaches, and fans, with no significant technical issues reported, paving the way for its potential adoption in other leagues and formats.

2

## Continuous Use

The Smart Ball was consistently used throughout the CPL 2021, providing real-time data for every match and enhancing player performance analysis and fan engagement.

3



Made with Gamma

# Impact and Feedback



## Fan Engagement

The real-time data displayed during broadcasts made the technical aspects of the game more accessible and engaging for fans.



## Player and Coach Feedback

Players and coaches received immediate feedback on their performance, enabling them to make informed adjustments and improvements.



## Future Prospects

The success of the Smart Ball in the CPL has paved the way for its potential adoption in other leagues and formats, indicating a promising future for smart sports technologies.





# The Future of Smart Ball Technology

1

## Expanded Use

The Smart Ball technology can be integrated into other cricket leagues and formats, further enhancing the sport's analytical capabilities.

2

## Broadcast Integration

The Smart Ball data can be seamlessly integrated with broadcasting technology, providing even more detailed and engaging insights for viewers.

3

## Technological Advancements

As the technology continues to evolve, the Smart Ball may see enhancements and new features, further transforming the way cricket is played and experienced.

# Conclusion

The introduction of the Smart Ball in the CPL 2021 has showcased the transformative potential of advanced technology in cricket. By providing real-time data and enhancing the overall experience for all stakeholders, the Smart Ball has set a new standard for the future of the sport.

