

February 6, 2025

Company Name	Kudan Inc.	
Representative	CEO	Daiu Ko
	(Securities code:4425 TSE Growth)	
Inquiries	CFO	Kohei Nakayama
	(Tel. 03-4405-1325)	

FOX Sports to Commercially Launch Its AR Broadcasts Robot Camera with Kudan SLAM

- Debuting at the Biggest Sporting Event in the U.S., the Super Bowl (Feb 9) -

Kudan Inc. (headquarters in Shibuya-ku, Tokyo; CEO Daiu Ko) is thrilled to announce that Fox Sports Productions, LLC (headquarters in Los Angeles, USA; CEO Eric Shanks, hereafter “FOX Sports”) has decided to commercially launch its augmented reality (AR) broadcasts robot camera to redefine AR experiences in live sports broadcasting. This collaboration will debut at the upcoming Super Bowl LIX, where Kudan’s patent-pending high-frequency 3D LiDAR SLAM tracking software will power next-generation AR enhancements, delivering an unprecedented viewing experience for immersive sports entertainment.

1. Details of the product release and collaboration

Kudan’s real-time SLAM technology enables ultra-precise 3D spatial tracking without relying on external positioning systems, unlocking new possibilities for AR in live sports. By integrating this technology into the SkyCam’s computer-controlled, stabilized, cable-suspended camera system, and FOX Sports’ broadcast workflows, Kudan will empower real-time AR graphics and visual enhancements that are seamlessly anchored to the game dynamics.

“We are excited to collaborate with FOX Sports to bring the next generation of AR experiences to one of the biggest sporting events in the world,” said Juan Wee, CEO at Kudan USA LLC, “Our SLAM technology ensures high-frequency tracking with exceptional accuracy, enabling real-time AR overlays that enhance storytelling and provide viewers with a richer, more immersive Super Bowl broadcast.”

The collaboration between Kudan and FOX Sports marks a significant leap in sports broadcasting innovation. By leveraging Kudan’s cutting-edge SLAM capabilities, FOX Sports can introduce dynamic, real-time AR visualizations, including engaging visualization of entire scenes, player analytics and game statistics, and other data-driven enhancements that are tightly synchronized with the game’s fast-paced action. For the first time, the entire 3D space of the field will be leveraged, providing an unparalleled level of viewer engagement in live sports broadcasting.

“Over the past 6 months we’ve been working with Kudan to find a robust tracking solution for AR graphics on a flying camera.” said Zac Fields, Senior Vice President at FOX Sports. “We are incredibly excited for the world to see the final results on the world’s biggest stage.”

As more than 100 million viewers around the world tune in for the Super Bowl, Kudan and FOX Sports are set to demonstrate the transformative potential of SLAM-driven AR in live sports production. This groundbreaking initiative marks just the beginning of a broader collaboration to realize immersive broadcasting across a wide range of sporting events in the future.

2. Overview of Fox Sports Productions, LLC

(1) Name	Fox Sports Productions, LLC	
(2) Address	10201 Pico Boulevard, Los Angeles, CA 90035, USA	
(3) Name and position of representative	CEO, Eric Shanks	
(4) Content of business operation	FOX Sports is the umbrella entity representing FOX Corporation’s wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, the business has ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing relationships.	
(5) Date of establishment	January 1, 1999	
(6) Relationship with Kudan	Capital ties	None
	Personnel ties	None
	Transactional relationships	Co-Development
	Related party connections	None

*Financial performance and fiscal status of the company over the past three years, Capital and Major Shareholders are not disclosed due to the request of the company.

3. Date of the product release

February 9, 2025 (February 10, 2025, Japan time)

4. Future Outlook

The impact of this product release has already been incorporated into the forecast for the fiscal year ending March 31, 2025. As the company’s financial performance will be affected by the future product sales, we will promptly make an announcement if any event arises that is expected to have a significant impact on the company’s financial performance such as increased customer orders.



Courtesy of FOX Sports

About Super Bowl LIX:

Date & Time: Sunday 5:30 PM (CST), February 9, 2025 / Monday 8:30 AM (JST), February 10, 2025

Location: Caesars Superdome, New Orleans, Louisiana

<https://www.nfl.com/super-bowl/>

About Kudan Inc.

Kudan is a deep tech research and development company specializing in algorithms for artificial perception (AP). As a complement to artificial intelligence (AI), AP functions allow machines to develop autonomy. Currently, Kudan is licensing its technology for next-generation solution areas such as digital twin, robotics and autonomous driving.

For more information, please refer to Kudan's website at <https://www.kudan.io/>.

■Company Details

Name: Kudan Inc.

Securities Code: 4425 (TSE Growth)

Representative: CEO Daiu Ko

■Contact Information

For more details, please contact us from [here](#).