

February 14, 2025

Kudan Inc.

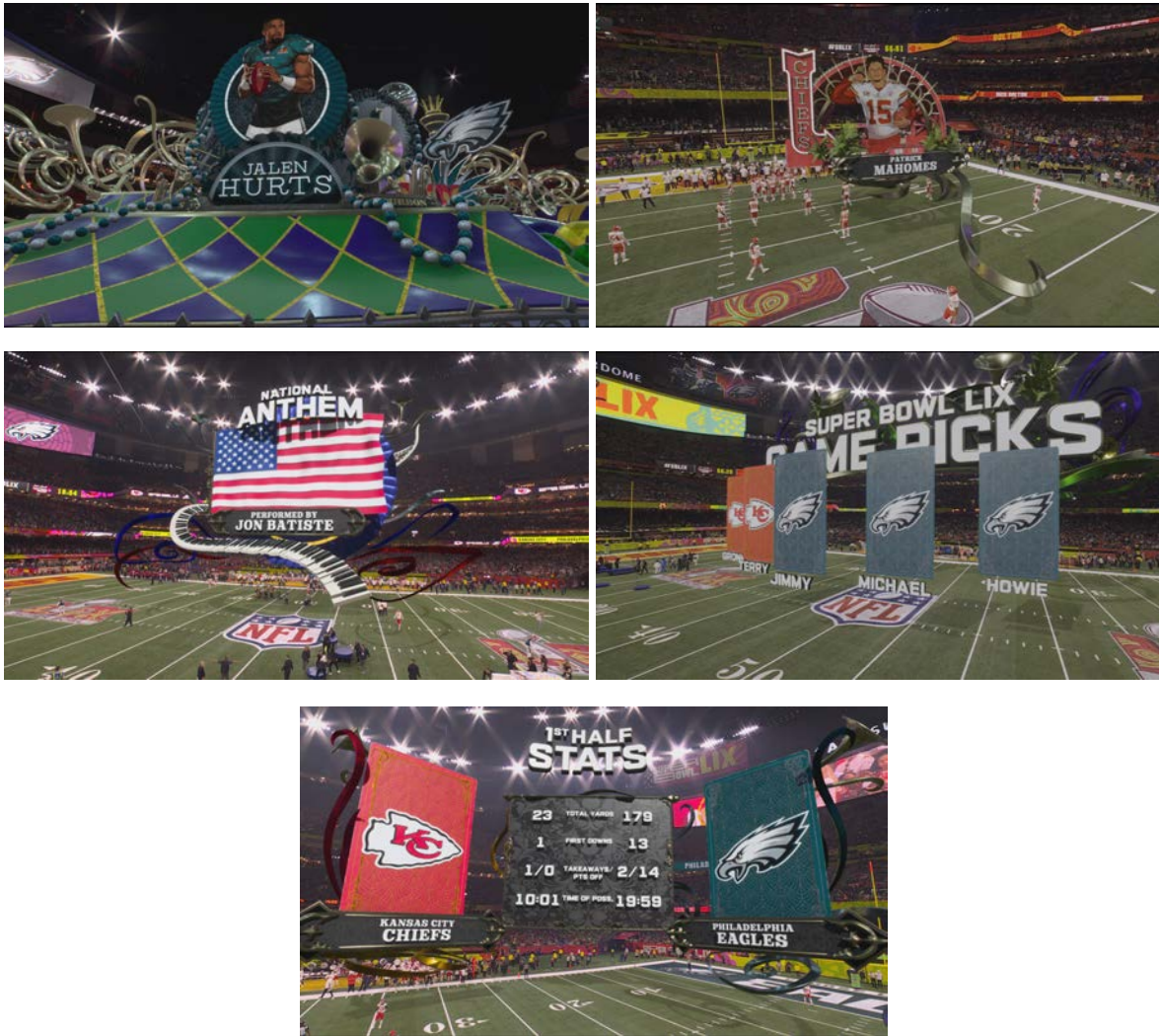
Super Bowl LIX Event Report — Bringing Next-Generation AR Experiences to Over 100 Million Viewers with FOX Sports —

Kudan participated in Super Bowl LIX, held in the United States on February 9, 2025, in collaboration with FOX Sports. Together, we showcased an innovative next-generation AR experience, powered by Kudan's proprietary high-frequency 3D LiDAR SLAM tracking software. This report highlights the key outcomes and impact of this groundbreaking technology at the event.

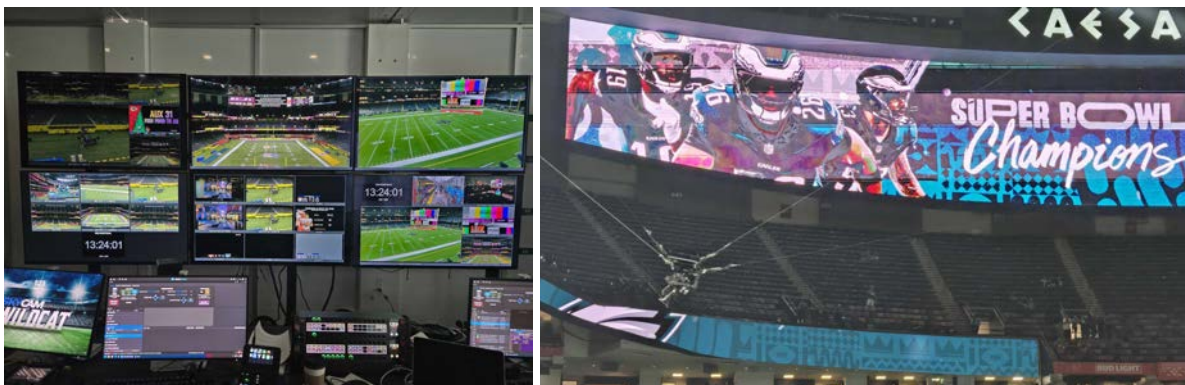
[\(Reference Press Release\) February 5, 2025: "Kudan Collaborates with FOX Sports to Revolutionize Super Bowl Broadcast with Advanced SLAM-Powered AR Technology"](#)



This next-generation AR experience, made possible by Kudan's SLAM technology, enables real-time AR graphics, enhancing the viewing experience with greater depth and immersion. Making its global debut at Super Bowl LIX, this technology was successfully integrated into various segments of the broadcast, including the spectacular opening sequence, player introductions, performance highlights, and updates on game progress. By seamlessly integrating AR into these moments, the storytelling of the event was elevated, effectively maximizing the impact and scale of each visual presentation.



In-game Broadcast Footage



Inside FOX Sports' AR Control Room During the Game

Kudan SLAM-equipped Camera Used at the Venue

Additionally, this implementation successfully achieved the anticipated technical and creative objectives, marking a significant milestone. Kudan, together with FOX Sports and other key stakeholders, celebrated the success of this landmark initiative, which was realized on one of the world's largest sports stages.



On-site Attendance of the Kudan USA Team (CEO Juan Wee, Lead Perception and Autonomous Systems Engineer Atul Hari), Zac Fields (SVP at FOX Sports), and Tim Demers (VP at SkyCam)

Looking ahead, Kudan will continue to explore further applications of next-generation AR technology in collaboration with FOX Sports, aiming to drive innovation and deliver even more immersive and engaging broadcast experiences.

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](#).