



# **CUE™**

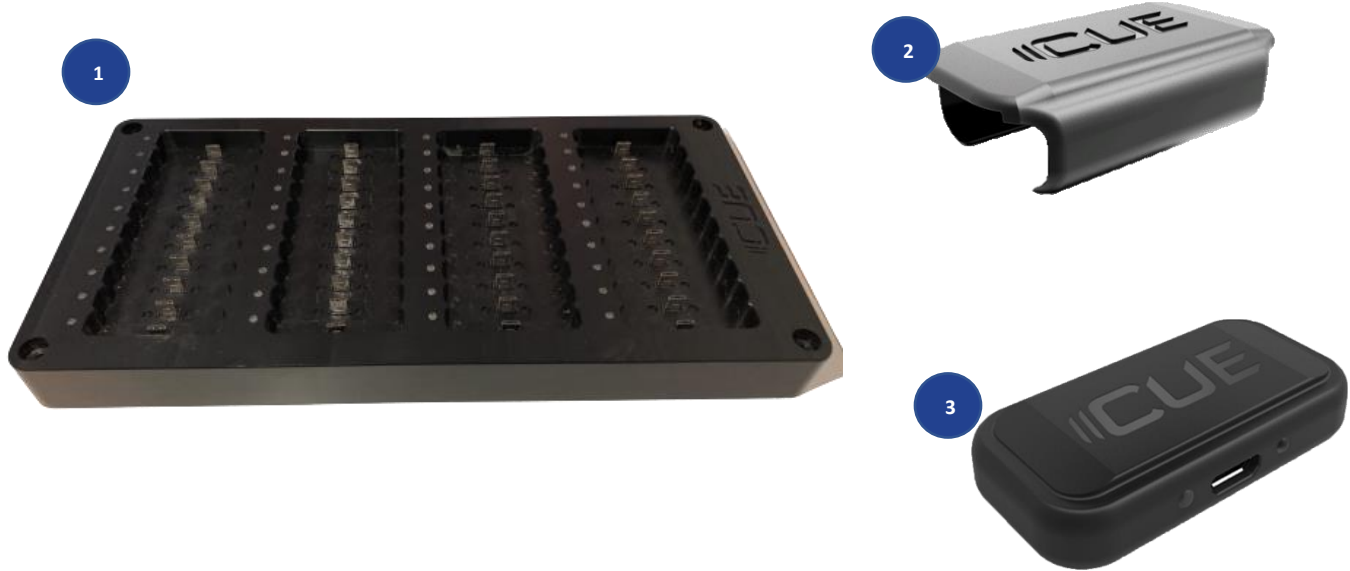
**ACTIONABLE AND AFFORDABLE  
HEAD-IMPACTR MONITORING  
TECHNOLOGY FOR TEAMS AT ALL  
LEVELS OF PLAY AND AVAILABLE  
BUDGETS.**

**GET TEAM PRICING**



# CUE Sport Sensor ECO-SYSTEM

The following components are included in the per athlete and per year subscription pricing packages. *\*Mobile Phones are a non-included required system component.*



**1 CUE Sport Sensor Bulk Charging Board:** The 40-sensor bulk charging board allows teams to store and charge their sensors when not in use. With Jersey numbers displayable while charging, the bulk charger works great for inventory management and storage.

**2 CUE Sport Sensor Mounting Clip:** The CUE Sport Sensor Mounting Clip is a one-time install designed to be placed inside the athlete's helmet. Additional clips can be provided if Team has additional practice or game helmets.

**3 CUE Sport Sensor:** The CUE Sport Sensor is a wearable technology device designed to go inside of an athlete's helmet. It will collect the Location, Count, and Severity of every head-impact from games and practice.

## **EASY TO OPERATE**

Developed with efficient processes at the forefront, the CUE Sport Sensor uses Bluetooth technology to perform simple tasks like activating sensors and downloading data.

## **TRANSFERABLE BETWEEN SPORTS**

The CUE Sport Sensor has become sensor of choice for many programs because the ability to use it for football in the fall, and move to lacrosse in the spring, maximizing your investment in athlete-safety.

## **ANALYTICS FOR KEY PROGRAM STAKEHOLDERS**

The CUE Sport Sensor leverages the suite of Athlete Intelligence analytics and robust reporting providing Coaches and Athletic Training staff with a data driven approach to improve athlete performance and safety.



# EASY TO USE, EASY TO OPERATE

Athlete Intelligence provides easy and efficient process to ensure smooth set-up and daily use. Automated reporting makes it easy to review top opportunities and insights that lead to technique and performance adjustments.

1

USING A MOBILE PHONE, WIRELESSLY CONNECT DEVICES TO ACTIVATE SENSORS.

2

PLACE SENSORS IN HELMET CLIPS PRIOR TO SESSION. START SESSION TO DISPLAY HEAD IMPACT WINDOW.

3

FOLLOWING SESSION, PLACE SENSORS BACK ON CHARGING BOARD TO DOWNLOAD DATA.

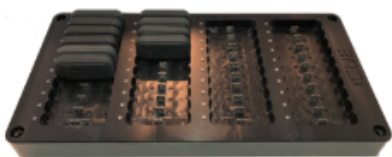
4

WHEN DATA IS DOWNLOADED, REPORTS CAN BE EMAILED OR ANALYTICS CAN BE REVIEWED IN THE WEB PLATFORM.

## HOW IT WORKS



Time-stamped data is stored on the device during the game or practice session



Connect to Activate your CUE Sport Sensors & place in helmets prior to a Session



Bluetooth

Following a Session, Data is downloaded wirelessly



User-Friendly team dashboards and automated reports are generated for an easy analysis of impact data

“




You can buy new pads, new helmets and teach good techniques, but we were looking for a way to use technology to give us more information to make better decisions. Impact monitoring was a no-brainer at that point.

**RANDOLF YOUTH FOOTBALL ORGANIZATION**  
PROGRAM DIRECTOR, DAN LIMONE



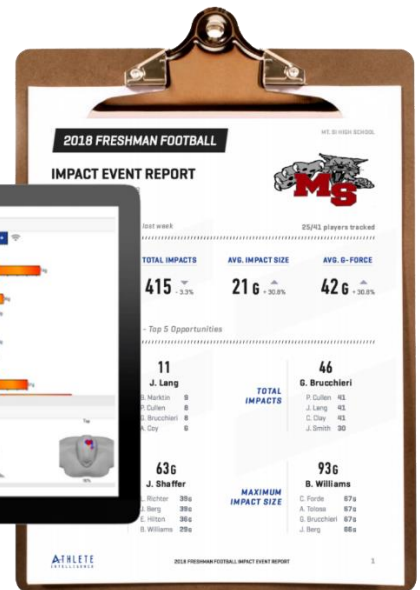
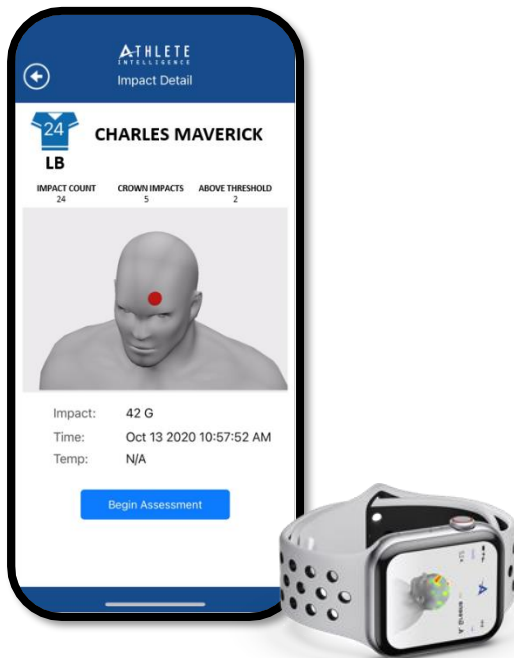


# CUE SPORT SENSOR PRODUCT COMPARISON

			
DEVICE SPECS			
BATTERY	7 HOURS	10 HOURS OF IN-MOUTH USE	24 HOURS of LIVE MODE
WIRELESS COMMUNICATION	BLUETOOTH	LIVE DATA STREAM (915MHZ)	LIVE DATA STREAM (915MHZ)
TRANSMISSION RANGE	OFFLINE ONLY	300 YARDS	180 YARDS
OFFLINE IMPACT STORAGE	1,000 IMPACTS	2,000 IMPACTS	1,500 IMPACTS
CHARGING METHOD	INCLUDED CHARGING BOARD	INCLUDED RECHARGABLE CASE	INCLUDED CHARGING BOARD
SPORT COMPATABILITY	FOOTBALL, LACROSSE, SOCCER, HOCKEY	CAGED HELMET SPORTS	FOOTBALL, LACROSSE, SOCCER, HOCKEY
HELMET COMPATIBILITY	MOST RIDDELL, SCHUTT, CASCADE, BAUER MODELS	ALL CAGED HELMETS	MOST RIDDELL, SCHUTT, CASCADE, BAUER MODELS
PRICE RANGE	\$	\$\$\$	\$\$
SOFTWARE			
REQUIRED WINDOWS LAPTOP	N/A	●	●
PROVIDED SIDELINE RECEIVER	N/A	●	●
iOS MOBILE APP	OFFLINE ONLY	●	●
ANDROID MOBILE APP	OFFLINE ONLY	●	●
SECURE CLOUD STORAGE	●	●	●
USER ACCESS	UNLIMITED USERS	UNLIMITED USERS	UNLIMITED USERS
DATA ANALYTICS			
IMPACT LOCATION	●	●	●
IMPACT COUNTS	●	●	●
IMPACT SEVERITY	●	●	●
HELMET TEMPERATURE			COMING SOON
GPS PERFORMANCE			COMING SOON

## APPROVED BY COACHES

Use automated reporting to identify which athletes need additional help with technique and keeping their head up. Work close with athletes who have high impact workloads and large quantity of impacts to the crown of their head. Use head-impact reporting to maximize performance, improve athlete technique, and to keep your athletes on the field playing safe.

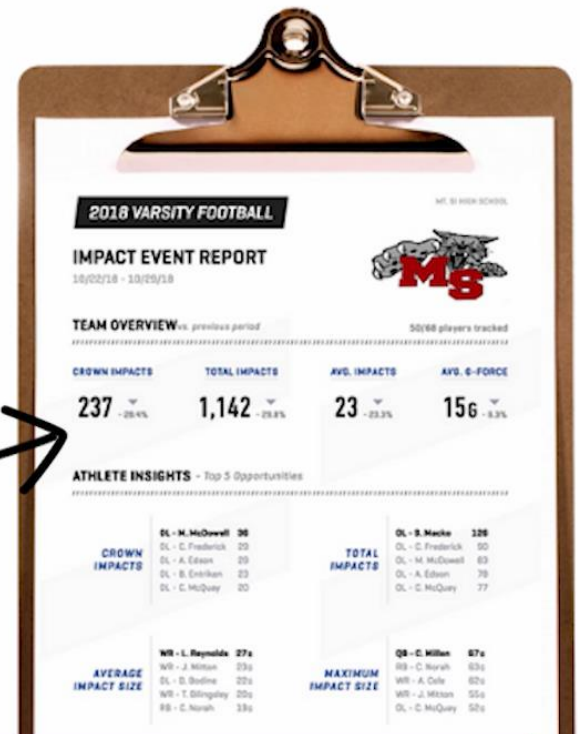


## APPROVED BY ATHLETIC TRAINERS

Providing Staff with extra data driven tool for measuring, monitoring, and managing all head impacts from a game or practice session. Use automated reporting to identify athletes with the hardest impacts and who may need an evaluation.

## GAME AND PRACTICE DATA

**29% DECREASE  
CROWN OF HEAD CONTACT**



## HIGHLIGHTS TEAM AND POSITIONAL IMPROVEMENTS

# CUE Sport Sensor FAQ

## **Q: What is the CUE Sport Sensor and Athlete Intelligence System?**

A: The CUE Sport Sensor is a helmet or headband wearable sensing technology designed to collect key data on the head-impacts our athletes sustain. When paired with the Athlete Intelligence system, we analyze on-field head-impacts from each game and practice. The data is downloaded off the sensors using a mobile phone and sent to our secure cloud-based system to analyze team, position, and athlete impact profiles while identifying training opportunities based on the data collect to improve the safety and performance of each athlete.

## **Q: How does the CUE Sport Sensor system work?**

A: Prior to a game or practice, devices are activated through a mobile phone. Once activated, sensors can be placed inside a helmet where head-impacts will be tracked. Following a session, data is downloaded through the mobile phone and is automatically uploaded to our secure-cloud system where impact-data is further analyzed to provide top opportunities and head-impact trends by the team, position group, and specific athletes.

## **Q: Does the CUE Sport Sensor diagnose concussions?**

A: No. There is no available sensor technology which will prevent, identify, or diagnose concussions. The CUE Sport Sensor is intended to be used as a data driven resource that can identify important impact patterns that often lead to concussions. When used with the Athlete Intelligence automated reporting system, it becomes an added resource for Coaches, Athletic Trainers, or any Team Staff to receive objective information on the count, location, and severity of each head-impact from every athlete during games and practice. These reports highlight key opportunities and adjustments teams can make to improve the safety and performance of their athletes.

## **Q: If it doesn't diagnose a concussion, what is the point?**

A: Concussions are typically caused by impacts to the top of your head, high impact-count workloads, or high severity of head-impacts (G-Force). The CUE Sport Sensor data tells us where, how many, and how hard of an impact our athletes are sustaining during games and practice. If impacts occur on the top of the head, we can improve athlete technique. If athletes are taking a high number of impacts, we can reduce the number. If athletes are taking hard impacts, we can evaluate symptoms in a timely manner. If we have this information, we can make improvements to how our athletes play the game. If we make improvements, we develop better athlete technique and reduce the risk of injuries.

## **Q: Does the CUE Sport Sensor provide real-time data transmission and alerts?**

A: No. The CUE Sport Sensor uses Bluetooth technology which does not meet our standards of real-time data transmission distance and speeds. For that reason, the CUE Sport Sensor has been designed to collect and store all impact data during a session, then data can be downloaded wirelessly using a mobile phone.

## **Q: Is the data protected, private, and securely stored?**

A: Yes. All data is stored privately in a secure database designed for permission-only access. No personal information is ever shared beyond the team's staff.