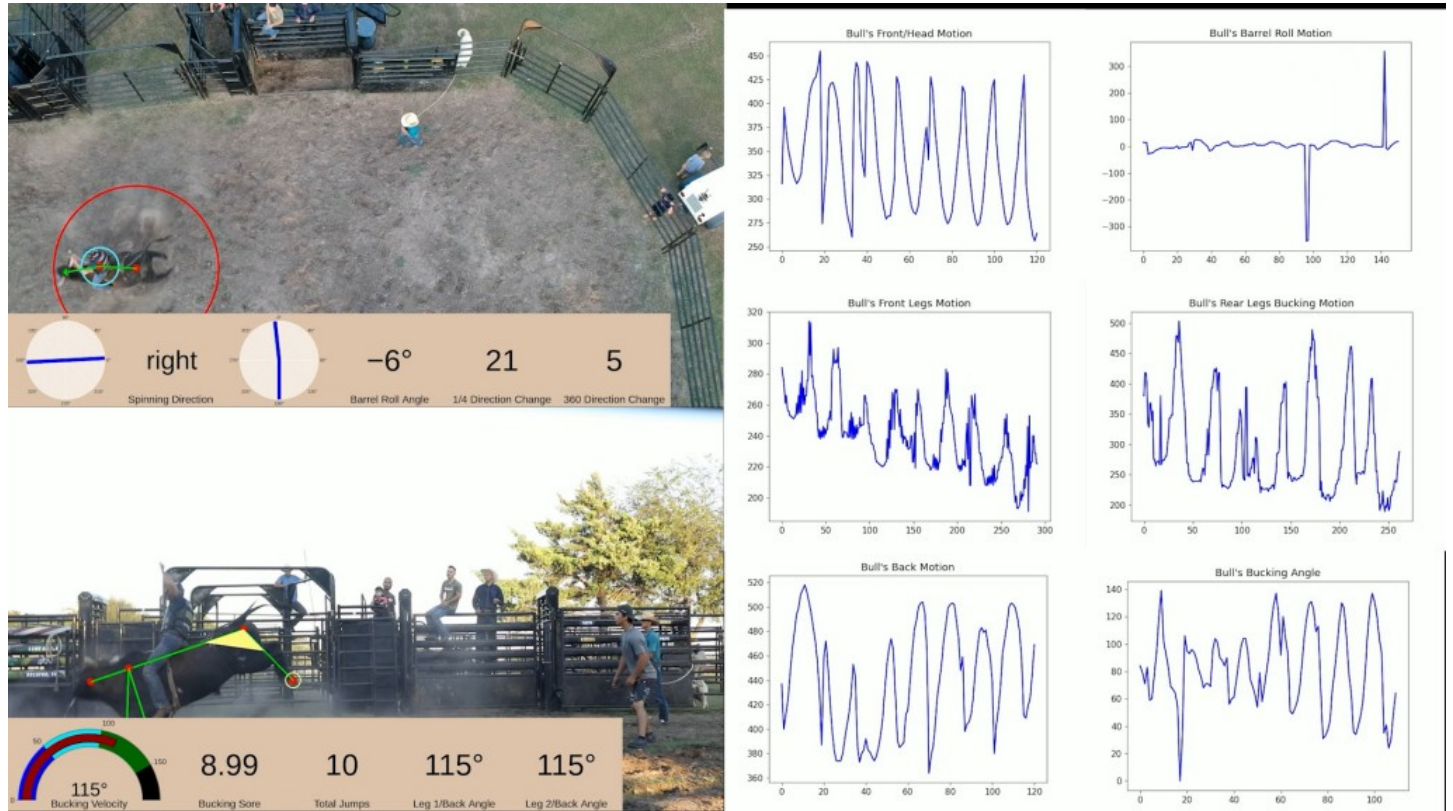


Artificial Intelligence software targets western lifestyle sports, livestock, broadcast, and much more

Currently designed to score bull rides they are also targeting performance, the ability to track performance as a digital performance fingerprint for breeding and livestock auctions.



Dallas, Texas Oct 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - **Gwynifer.com** today releases their new Artificial Intelligence product, **Cyber Referee** sports scoring, and performance tracking software demonstration.

Gwynifer AI Systems is proud to announce the Cyber Referee software. This invention relates to the automation of the scoring in sports using artificial intelligence deep neural networks image recognition to derive the scoring of each of the related sport and competition-related objects after predicting/detecting each part of the related sport and competition-related objects such as athlete's body and analyzing the movement and change in angle of each part of the body and/or two or more parts of the body in relation to each other.

Our first proof of concept and case study was built for the Bull Riding sport but can be customized to just about any sport. Where wearable **sensors are not a viable option in this sport**. The following video demonstration shows you how Gwynifer's Cyber Referee works for Bull Riding, and running in action.

See the video demo here:

www.gwynifer.com

The **Cyber Referee** eliminates the challenges associated with subjectiveness and imprecision of scoring in sports by a human referee. The cyber referee is powered by artificial intelligence which does not mistakes or misinterprets while watching and analyzing each of the related sport or competition-related objects and/or the whole game in real-time from multiple angles and uses unique algorithms to analyze the captured data to derive objective scoring and another scoring related information, removing any possibility of preference of one athlete over the other. Related sports and competition-related objects could be human properties, or sport-related objects such as sports equipment, machines, and/or animals. Models could be trained to **analyze any moving and/or still object(s)** in any shape or form.

The first target is western lifestyle sports. Currently designed to score bull rides they are also targeting animal athletes' performance and boast the ability to track performance as a digital performance fingerprint for breeding and livestock auctions. There are also dashboards and graphics designed to broadcast graphic statistics in real time. This is only the start of what is possible.

About us:

Gwynifer is based in the USA and established Cyber Referee in 2018. It is comprised of engineers who are tirelessly working to push technology to the limit while reaching new heights of innovation. The benefits of AI in sports are overwhelmingly and part of the future in sports, performance tracking, marketing, and broadcast. This is also something that the fans of sports can be part of too. This new technology will shape their experience and has huge marketing potential. We are here to invent. Today we invented Cyber Referee, tomorrow we will invent the next future. Our team concentrates on the Computer Vision vertical of Artificial Intelligence. We are here to teach machines to score sports just as humans do, or better.

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