

Play Analytica Launches Revolutionary Tool for Tennis Game Analysis Using Artificial Intelligence

Tallinn, Harju Aug 14, 2023 ([Issuewire.com](https://www.issuewire.com)) - Play Analytica, an innovative technology company specializing in data analysis and computer vision, has announced the launch of its tennis game analysis software, offering unique insights and detailed statistics to junior tennis players, ATP/WTB professionals, and seniors.

Using cutting-edge Artificial Intelligence, Play Analytica transforms tennis game analysis, eliminating subjectivity and providing a deep understanding of player performance on the court. With continuous analysis of games from the same player, the intelligence of the tool improves, and the data becomes increasingly accurate. As the volume of analyzed data grows, the platform identifies patterns of indicators that directly impact the result of the game.

Features and Benefits

- **Detailed Analysis:** Provides an in-depth analysis of every aspect of the game, from the point of contact to the effectiveness of different types of balls.
- **Continuous Improvement:** The more games analyzed, the more accurate the system's intelligence becomes, identifying patterns that directly affect the outcome of the match.
- **Strategic Preparation:** Ability to analyze opponents' data for more efficient tactical preparation.
- **Customization:** Personalized plans, based on the demand of each athlete, coach, or club, with prices starting at \$20 per game. The software, launched in July 2023, is already being used by six junior names and two professionals in Latin America and is expanding to Europe.

"The ability to understand game patterns and analyze performance based on real data is a game-changer for any serious tennis player," said Rick Machado, founder of Play Analytica. "We are excited to offer this innovative technology to help players reach their full potential."

About Play Analytica

Play Analytica is a technology and data analysis company based on computer vision. Using Artificial Intelligence, the company analyzes tennis games to find behavior patterns and identify impacts on the results of the games. Each game is individually analyzed to determine the indicators that directly affect the outcome of the match.

Purchase Information

To purchase the software or create a personalized plan, interested parties should contact via Instagram or talk directly to the Play Analytica team.

Media Contact

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