

Mr. Simon Taufel Joins StumpEye as Brand Ambassador & Advisor to Revolutionize Cricket Technology



Milton Keynes, Buckinghamshire Feb 6, 2026 ([IssueWire.com](https://www.IssueWire.com)) - StumpEye, the world's first and only wireless stump camera system, is proud to announce that Mr. Simon Taufel, one of the most respected figures in international cricket, has joined as its Brand Ambassador and Advisor.

A five-time ICC Umpire of the Year, Mr. Taufel brings unmatched experience, credibility, and a deep commitment to the highest standards of integrity in cricket officiating, player development, and broadcasting. His expertise will be instrumental in refining StumpEye's technology to enhance officiating, training, and accessibility across all levels of the game.

Advancing Cricket Accuracy, Fair Play & Integrity

StumpEye's wireless stump camera system has gained attention for its ability to capture match footage with exceptional clarity, providing valuable insights for match officials, players, coaches, and teams. By providing umpires, players, and analysts with real-time, close-up views of key moments, StumpEye enhances fair play and supports accurate decision-making. With AI-based technology being built in its software, StumpEye further improves analysis, accuracy, and decision support, taking cricket technology to the next level.

"Cricket officiating is evolving at an increasing pace, and technology plays a crucial role in improving decision making and maintaining the integrity of the game. StumpEye is an exciting innovation that has the potential to assist officials at all levels while also giving players and coaches high-quality tools for performance analysis. I look forward to contributing to its development and helping shape the future of cricket technology." says Mr. Simon Taufel.

Empowering Players from Grassroot to Professional Cricket

While StumpEye is a game changer for umpires, it also empowers players, coaches, and parents with high-quality video footage to analyze performances, refine techniques, and make data-driven improvements. From grassroot to professional levels, it enables players to review their game and track progress.

"StumpEye delivers professional-grade technology in a portable and affordable package, making performance analysis accessible to young players, parents, coaches, umpires, teams, and clubs. Beyond skill development, it also provides unique angles and high-quality footage for social media and fan engagement, something that has proven vital in recent times. Having Mr. Simon Taufel on board is a major step toward refining our products to support cricket at all levels." says Mr. Mihir Mehta, Founder of StumpEye.

Wireless Broadcasting: A Game-Changer in Cricket Coverage

In addition to improving decision-making and player development, StumpEye is transforming how stump camera footage is broadcasted and all of it done wirelessly. Traditional stump cameras relied on cumbersome wiring, requiring extensive groundwork and limiting placement. StumpEye's innovative wireless system eliminates these restrictions and captures real time, on-field footage without invasive installations.

"As StumpEye expands into broadcasting, it has the potential to change how the game is viewed from the stump camera angle. With both audio and video captured directly from within the stumps, it adds a whole new dimension to the viewing experience. And all of this happening wirelessly, without the need for traditional cabling. This innovation will elevate both decision-making and broadcasting for everyone involved." says Mr. Simon Taufel.

A Patented Innovation with ICC Recognition

StumpEye's uniqueness lies in a patent awarded for its design and the placement of a wireless camera inside the stump, setting it apart in cricket technology.

Further solidifying its position as a leader in innovation, StumpEye won the [ICC NIUM Hackathon 2.0](#), a competition featuring 22,000 participants from 119 countries striving to bring cutting-edge solutions to cricket. This victory earned ICC recognition, validating StumpEye's impact and potential.

What's Next for StumpEye?

Following successful debuts at high-profile tournaments like the Navi Mumbai Premier League (NMPL) 2024 and a broadcasting preview at the Indian Street Premier League (ISPL) 2025, StumpEye is set to expand its reach with upcoming collaborations in domestic and international cricket. With Mr. Simon Taufel's guidance, StumpEye remains committed to enhancing decision-making, supporting player development, and making cricket technology accessible to players of all levels, professional umpires, and broadcasters.

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About StumpEye:

StumpEye is a pioneering cricket technology brand specializing in wireless stump camera systems designed to enhance match decision-making, player development, and broadcasting. Engineered for exceptional video and audio quality, StumpEye provides players, parents, coaches, umpires, teams, and clubs with professional-level tools to improve their game and experience, making high-performance cricket technology accessible at all levels.

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