



### Soccer Matrix, Where Football Meets Technology

Is your team taking the maximum benefit from every training session? Can you prove that player passing and control are constantly improving and is this something that you can directly measure? It's highly likely that the answer to these questions is either "no" or "I'm not sure".



Teaching football skills and good technique are often talked about as being the cornerstone of good technical players who are comfortable with the ball. All too often the touch of English players is compared unfavourably against that of foreign counterparts, who often have better control and technique. There are a mass of coaching methods which claim to increase player skill but they all have drawbacks, such as being very time consuming for coaches to implement, impossible to consistently measure, or simply don't provide tangible results.

Ex-professional footballer, Richard Nugent, considered these problems when trying to improve his son's control of the ball, believing there must be a better way to teach good touch and control. And so the idea for Soccer Matrix was borne, as the solution to the ongoing problem of teaching good technique and seeing players constantly improve.

#### What is it?

So what is Soccer Matrix? Put simply, it's the most technologically advanced training aid in the world. An intelligent voice activated rebound board system, it dramatically improves the football skills of players of all ages and levels, in a short amount of time, from local teams to the Premiership. Measuring the reaction, accuracy and weight of a pass, it allows players to control and release the ball from all directions, helping players develop two footed technique, with quick feet. This is the ideal method of integrating technology into modern football coaching.



#### Benefits

The ideal training aid for young players in particular, the matrix accelerates the development of controlling and releasing the ball under pressure, improving the fundamental close control and passing elements of football, which are the crucial aspects of football skills improvement. Additionally, muscle memory is greatly enhanced, which allows the skill to be performed without conscious effort, the key to success in football training. Using more traditional training methods, players have a limited number of touches of the ball but Soccer Matrix allows up to 1200 touches in 20 minutes, not possible via any other system and underlining its credentials as a breakthrough in modern football training practices.



#### How does it work?

The system works using audio instruction, calling out a panel number at which the player strikes the ball, once this panel has been struck, the next panel number in the sequence will be called out. The number sequences are arranged into a series of drills with scores read out at the completion of the drill. Furthermore, a detailed analysis can be viewed via the Soccer Matrix PC application providing a breakdown of player data, an invaluable tool to target aspects of a player's game that require further work.

#### Delivering Ultimate Flexibility

With academies only seeing players for around 2 or 3 hours per week, Soccer Matrix effectively allows coaches to set homework for players, who can undertake training with the device remotely from the club. On their return, a player's performance can be viewed by analysing data from a memory card, providing coaches with a fully measurable report on a player.

The matrix can be used inside and out, is easily stored and assembled, fully waterproof and is powered by battery or mains electricity.

The system is already used by a number of professional football clubs including Liverpool, Everton, Fulham, West Bromwich Albion and Cardiff, with an ever increasing number of teams interested in finding out more about this exciting and highly effective development in football technology. If proof were needed that the product produces results, Ben Nugent, son of Soccer Matrix inventor Richard, signed a professional apprenticeship with Cardiff City FC in 2010.

What industry experts think of Soccer Matrix:

#### Mark Harrison, Academy Manager, WBA FC

Soccer Matrix helps young players quickly learn the fundamental skills for controlling and releasing the ball. In my opinion Soccer Matrix should be in every budding footballer's backyard.



#### Paul Walsh, Ex-Liverpool FC and Tottenham FC, Sky TV analyst

Soccer Matrix brings a fresh and exciting approach to training by concentrating on the development of muscle memory through repetition. My work is all about analysing specific actions and their impact on a game, it is interesting to see how these can be replicated, and more importantly measured and improved, within the Soccer Matrix.

Watch this video to see the system in action: <http://www.facebook.com/home.php#!video/Video.php?v=172632679434819>

For further information visit [www.soccermatrix.co.uk](http://www.soccermatrix.co.uk)