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FIP Academy chooses Aiball as Official AI Supplier

- *Aiball, a global leader in AI solutions for Padel, was recognized as Best Innovation of 2024 at the World Padel Awards and Best Startup of 2024 at the World Padel Summit*
- *The partnership will begin with the creation of the FIP Academy, a platform designed to train Padel coaches and referees worldwide*
- *Through this collaboration, FIP and Aiball aim to foster the international growth of Padel by introducing innovations that enhance the experience of fans, players, coaches, clubs, and professional circuits*

FIP Academy has chosen **Aiball**, a global leader in artificial intelligence solutions for Padel, as its Official AI Supplier.

Recognized as Best Innovation of 2024 at the **World Padel Awards** and Best Startup of 2024 at the **World Padel Summit**, Aiball operates in 15 countries worldwide. Its cutting-edge algorithms have been validated by an international team of sports scientists as the most accurate solution on the market, achieving accuracy levels above 95%, and have been published in one of the world's most prestigious academic journals, the **International Journal of Sports Science & Coaching**.

The partnership comes immediately after the launch of the **FIP Academy**, a platform designed to train Padel coaches and referees around the world. The Academy will follow a methodology developed by the FIP in collaboration with leading international coaches. Aiball will contribute its expertise to the development of the technological platform and to the integration of advanced analysis and artificial intelligence features within the Academy's educational experience.

Through this collaboration, FIP and Aiball aim to promote the international growth of Padel by introducing technological and AI-based innovations capable of enhancing the experience of fans, players, coaches, clubs, and professional circuits.

«This partnership represents a fundamental step in the digital transformation of Padel –, said **Pablo Alcaide**, Head of FIP Academy –. Thanks to Aiball's technology, we will not only improve performance analysis and training, but also bring fans closer to the game through new data-driven insights».

«We are very proud to join forces with FIP to shape the future of Padel – said **Jordi Fortuny**, Director of Aiball –. Artificial intelligence will be key to unlocking the full global potential of this sport».

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