



Gerford AI Technology to Assist Australian Beach Volleyball Teams on Global Stage

Gerford AI is pleased to announce its new innovative partnership this week with Volleyball Australia (VA), the national governing body for volleyball in Australia.

Gerford AI develops artificial intelligence software which extracts player and match data using computer vision to deliver game-changing insights. The unique Computer Vision and AI tech will greatly assist volleyball coaches with time-efficient analysis of Australian teams performing in all events and all training sessions in the lead up to upcoming Olympic and Commonwealth Games.

As the green and gold decade towards the Games in Brisbane gets underway, VA are excited to see the impact Gerford AI's technology will have on the teams that are eyeing off international selection, using the platform to gain valuable insights into its athletes and their competitors, to contribute to successful performance outcomes.

National Performance Director for Volleyball Australia, Craig Marshall said this exciting new partnership will greatly contribute to VA's coaching practices.

"Beach Volleyball is an extremely technical and tactical game that has advanced a lot over the years," Marshall said. "One of the biggest factors now in sport is technology and the use of more data for performance. When preparing our Olympic squads, we are always looking at technology and smarter processes that can give our coaches and athletes a competitive edge ahead of representing their country, and this partnership with Gerford AI will allow us to do this in ways that haven't previously been available."

Gerford AI CEO, Iggy Jovanovic, said, "We've seen great success in using our AI technologies to improve performance across emerging sports, particularly table tennis and swimming.

"It's very exciting for us to work with Volleyball Australia as so many of the Australian Beach Volleyball players are at the elite level of their sport. Our aim is to help the teams find an extra 1% in their performance as they represent Australia on the world stage."

Volleyball Australia and Gerford AI look forward to this new and exciting partnership throughout the current Olympic cycle to the end of 2024.

Volleyball Australia

Volleyball Australia is the peak body for the administration of the sport of volleyball in Australia.

Gerford AI

An Australian sports tech company using AI technology and data analytics for performance analysis of athletes in Emerging Sports. Gerford AI provides insights and data analytics via computer vision through their proprietary AI technology. Working with Emerging Sports globally such as table tennis, swimming and winter sports. Recipients of their technology, data and insights include coaches, athletes, broadcasters and other media partners.

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