

MEDIA STATEMENT

14 December 2020

MyCall® No Ball Detector takes great strides towards ending no balls

A tiny tag fitted to the back of a bowler's shoe promises to make great strides in ending no-ball controversies.

The brainchild of former Australian Test fast bowler Peter George, the MyCall® No Ball Detector has undergone further development to allow live dashboard displays of the bowler's front foot landing position, along with other key data.

Stemming from his own frustrations as a bowler and a recognition that cricket fans want certainty around umpires' decisions, Mr George has developed a sensor-based system that automatically detects no-ball deliveries and avoids the need for game-delaying replays.

"This technology means umpires can focus on the batsman and not be distracted by having to watch the bowler's foot in the delivery crease," Mr George said.

With the One Day International and T20 International Series between Australia and India underway, and the first Big Bash League games next week, all eyes will be on cricket's umpires when it comes to making accurate no ball decisions.

As is often the case, last summer's cricket season was touched by controversy when Pakistan's debutant bowler Naseem Shah bowled four no-balls (all missed by the on-field umpires) in one over. One of these deliveries included what would have been his first wicket for his country—a prize that was ultimately taken away by the third umpire on review once it was realised a no-ball had been bowled, causing personal devastation and frustration among Pakistan fans.

The opportunity for a game-changing innovation that would eliminate the vexed question of no-balls has already attracted the attention of government funders and a growing list of private investors, including current and former first class players.

While further development is required before the system can be introduced on ground, the MyCall® team at Sportech Industries, founded by Mr George along with his entrepreneurial wife and business partner Suzy George, is attracting some heavy hitters.

Rob Goudswaard, former Chief Executive of CUA, Australia's largest credit union, has come on board as Executive Advisor to help guide the sports technology start-up through to commercialisation.

Mr Goudswaard is joined by venture capital and innovation commercialisation expert Mike Avey, and robotics and technology developer Darren Foster.

With an expert off field team in place, the company this week released the first new-look design of the MyCall® lightweight electronic shoe tags. The streamlined module also has the capability to include motion tracking and can deliver a heat map of front foot landing locations and bowling intensity data.

And while Sportech has its sights firmly set on the international arena, Australian fans may yet be the first to see cricket's latest technological innovation.

"The export market opportunities available to Sportech are boundless," Mr George said. "As we ramp up to full commercialisation, MyCall® will target distribution to all playing levels, from grassroots club cricket to the international arena including competitions in the United Kingdom and India."

For further information visit mycallnoball.com

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EDITORS' NOTE: MyCall® No Ball Detector image renders available for reproduction.

About Sportech Industries:

Sportech Industries Pty Ltd is aiming to make MyCall® the most relied upon technology in world cricket. The company is currently raising capital with sophisticated and professional investors to fund the next phase of development.

Peter George is the Managing Director and inventor of MyCall®. He combined a 14-year professional cricket career with a background in Mechanical Engineering to invent and develop MyCall®.

Suzy George is the co-founder of MyCall® and oversees strategy, management and marketing. She has a strong background in project management, complex legal transactions and holds a Bachelor of Business (Marketing).

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