



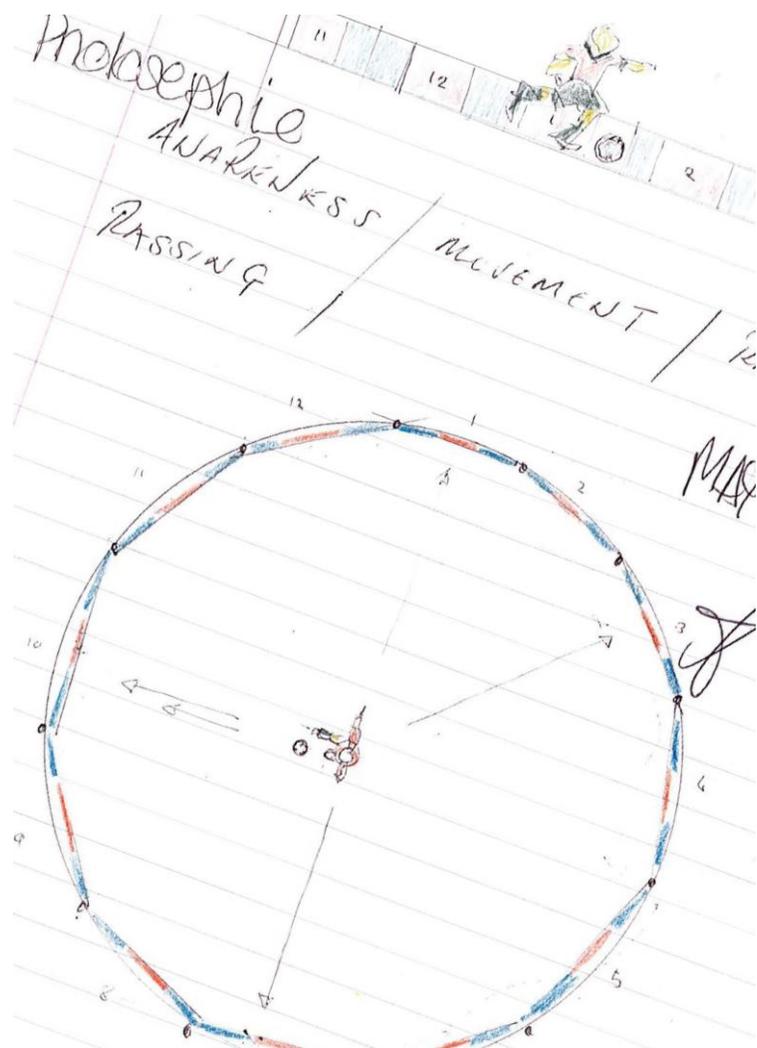
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The Beginning and Collaboration

It all began with a concept in a piece of paper. The Founder, **Eddie Mitchell** sketched out the first ICON in 2014, shortly after selling AFC Bournemouth. Having taken the club from the bottom end of League Two through to Premier League contention, he was no stranger to the impact that great coaching can have on player development.

90 minutes is an enthusiast company aiming to mix football training with cutting edge technologies. Our love for the game drove us to collaborate with ESA to distribute its advance tech training devices and change the ideology of training in the region.





Why ESA?

- ESA supplies cutting-edge training technology that empower coaches with data to enhance team development
- Its training programs are built to simulate real match scenarios, and help players develop the physical and mental attributes required to succeed.
- Uses data to map performance across multiple sessions, so players can benchmark themselves, spot weaknesses in their game, and track improvements over time.
- Aid rehabilitation and recovery from injury

Features

THE PANELS

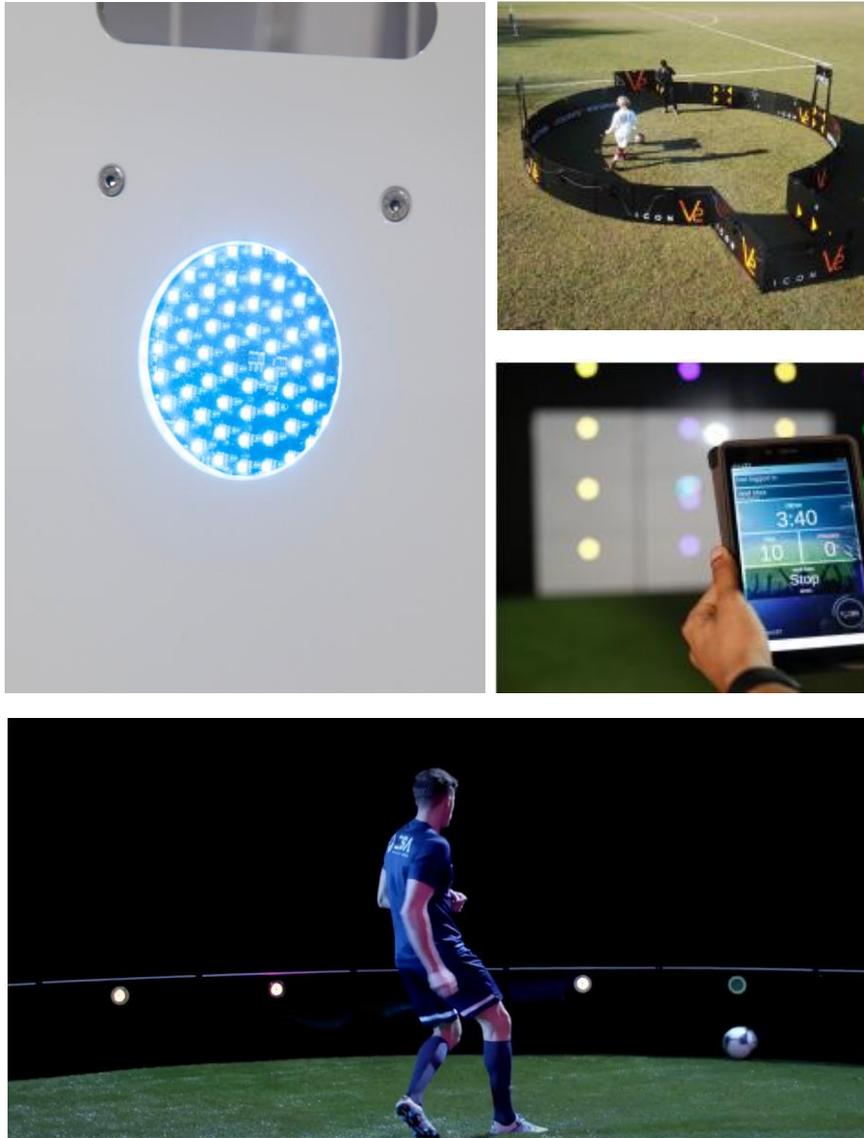
- All of the products are built high-grade aluminum, which are powder coated in various standard colors.
- A range 100% portable with standard set-up times ranging from 5-30 minutes.
- Designed to function in all weathers it's used in from snow, extreme heat and torrential rain.

THE TECHNOLOGY

- On the back of each panels is the ESA Technology. featuring LED-lighting, which operates independently to each other in pre-programmed sequences. These sequences are triggered by either our Vibration Sensors or Beam Breaker Technology.

THE DATA HUB

- Players and coaches can track progress, with statistics including high-scores and passing accuracy.

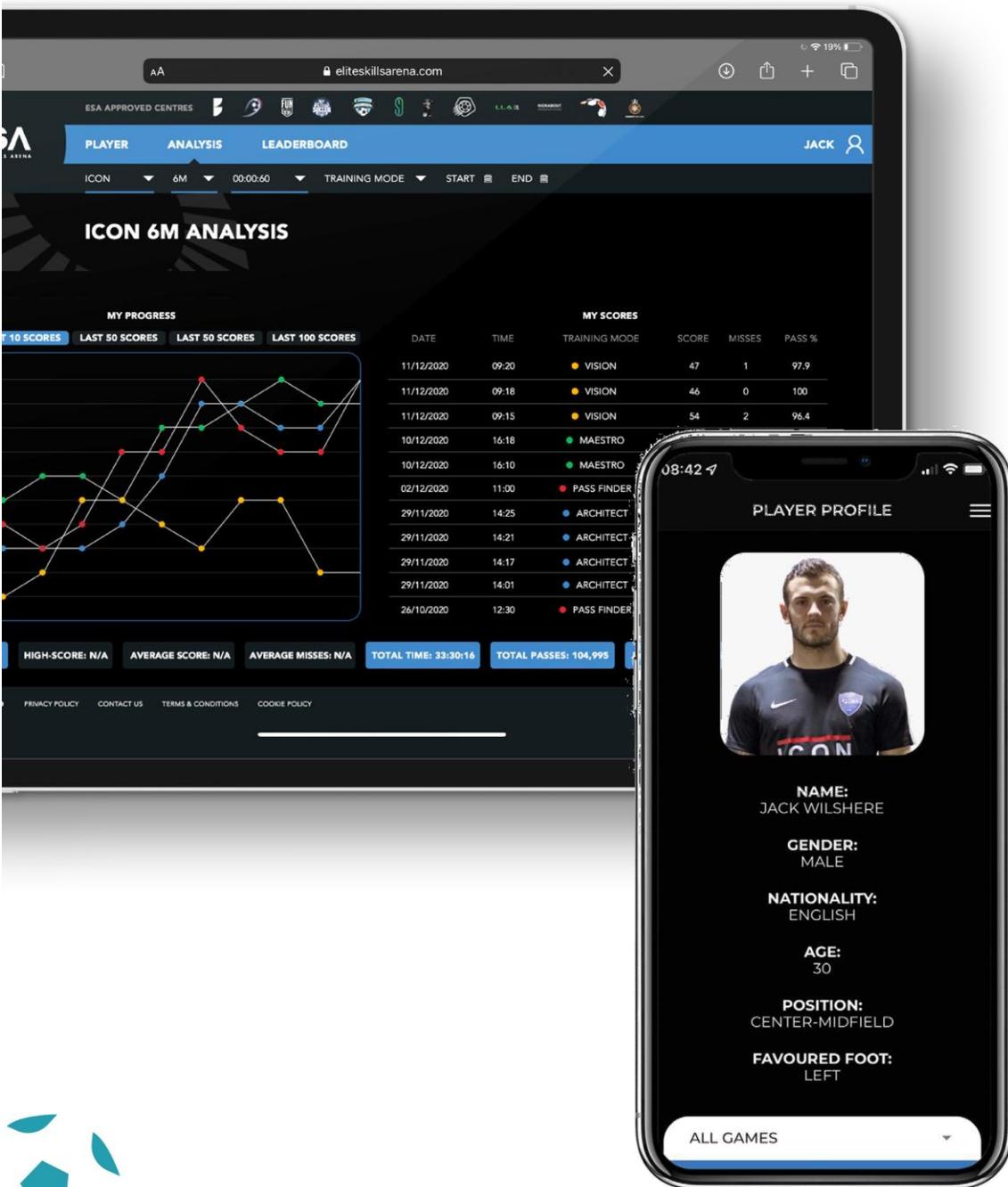


The ESA Technology, powered by LED-lighting and vibration software.

ESA Data Hub.

GET SPECIFIC & GET COMPETITIVE

- ESA data hub allows coaches to benchmark a player's ability across a range of specialized training programs.
- ESA drills are professionally designed to develop specific attributes in players through repetition, from physical skills like close control and passing accuracy,
- The data hub makes it easy for coaches to spot problem areas, suggest appropriate training, and track improvements over time



Benchmark
Performance



Track
Improvement



Engage
Players

WE ARE
LEADING A
REVOLUTION IN
FOOTBALL
TRAINING.



ICON 3.0.



- ESA flagship product, Used by elite clubs all over the world to fine tune skills,
- Boost player engagement, and aid rehabilitation.
- 4M - 8M standard sizes with custom options
- Can make the 12M monster which was built for Barcelona FC.
- 9 professionally designed training programs and detailed performance data from vibration sensors





ICON V2.



Developed in partnership with elite clubs, the V2 adds another dimension to ICON training.

- Detailed data from vibration sensors & beam breaker technology to enhance dribbling
- Press Panels to penalize in accuracy, and simulate a switch to defensive mentality
- Pro Panels half the size to increase difficulty and demand a more accurate pass
- Range Panels with beam breakers to simulate longer passes, and movement off the ball
- 7 ICON training programs & 2vs2 specific programs
- 6M - 8M standard sizes with custom options



Stephen Warnock

time

0:24

hits

9

misses

0

BT Sport 1HD LIVE

CUBE

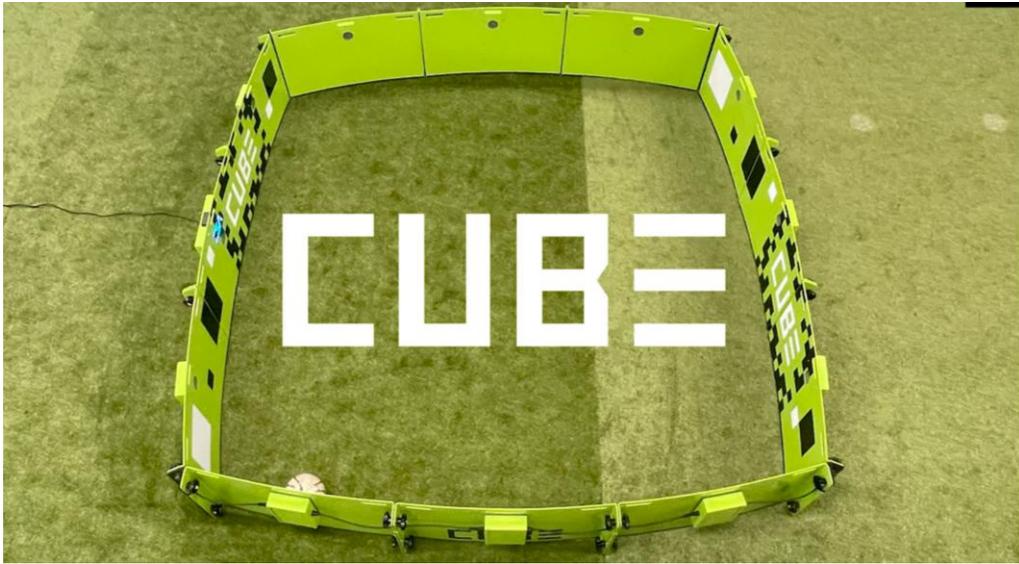
Unlike our other ICON arenas, the CUBE:

- Forces the player to move away from the center, demanding the user to take more touches of the ball before playing the pass.
- This improves a players' ball manipulation and ball control with both feet, producing more rounded players.
- Requires the user to play with high intensity, resulting in improved cardiovascular endurance, as players are required to perform multi-directional movements to shift the ball as quickly as possible.
- Specific and unique preset training programs.
- Detailed performance data from vibration sensors.





CUBE _ Promo



WIRELESS CIRCUIT.



- The Wireless Circuit was nominated for Best Technology for Injury Prevention or Rehabilitation at the Sports Technology Awards.
- Allows coaches to create training drills around a diverse range of tactical scenarios.
- Modular and completely wireless,
- coaches can make use of the preset drills or create their own using any combination of modules.
- Realtime feedback is available via the data platform,
- 9 professionally designed training modes
- Performance data at your fingertips



ICON Q



- the Q is an affordable version of the ICON built for home use.
- 4M across, bespoke sizes available
- 9 standard ICON training programmer
- Detailed performance data from vibration sensors



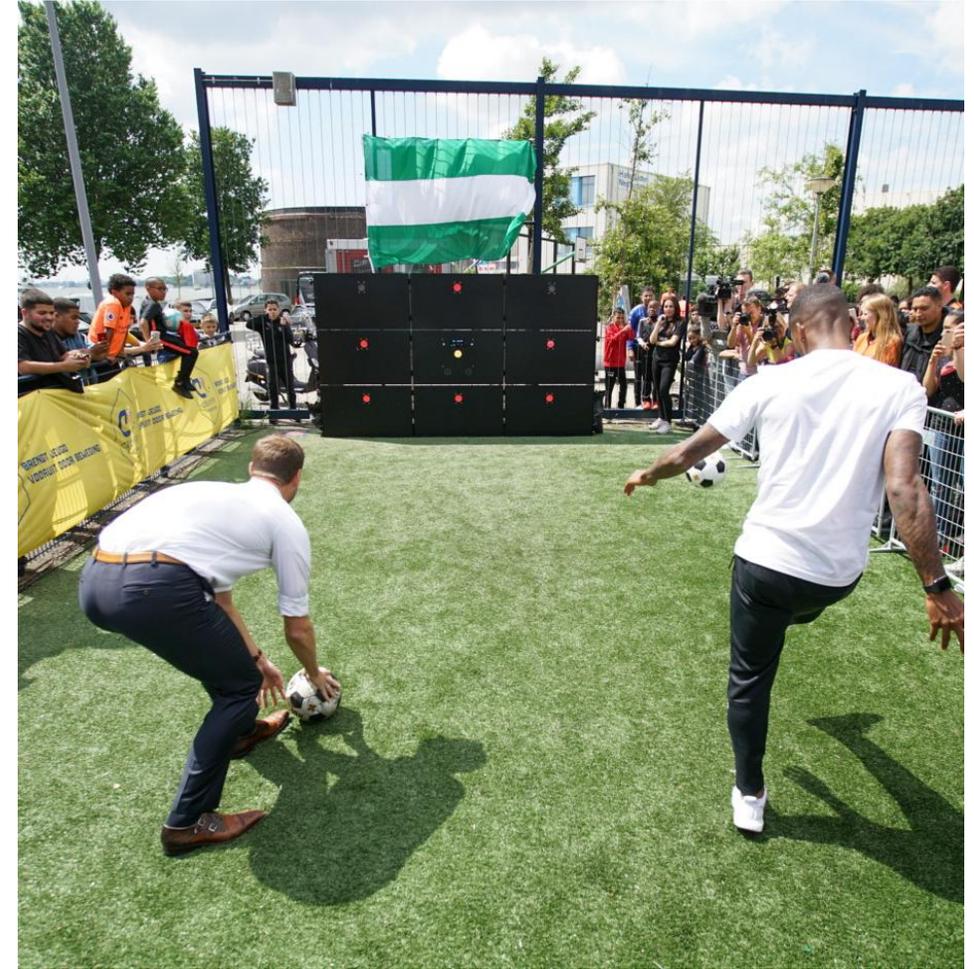


PRECISION WALL.



- The Precision Wall helps players develop their attacking attributes, like shooting accuracy, first-touch, and teamwork.
- Has a range of drills designed to replicate the pressure of real match situations.
- The Precision Wall is great for practicing set pieces and can even simulate the dive of a professional goalkeeper.
- 9 professionally designed training modes
- Performance data at your fingertips
- We are also open to custom builds when customers have specific requirements.





Examples of Training Mods

PASS FINDER

- Designed around traditional passing drills, this mode displays lights randomly around the ICON and requires the performer to hit as many flashing lights as they can within the set time frame.

MAESTRO

- Accuracy is vital when playing Maestro, with points deducted for missing a pass.

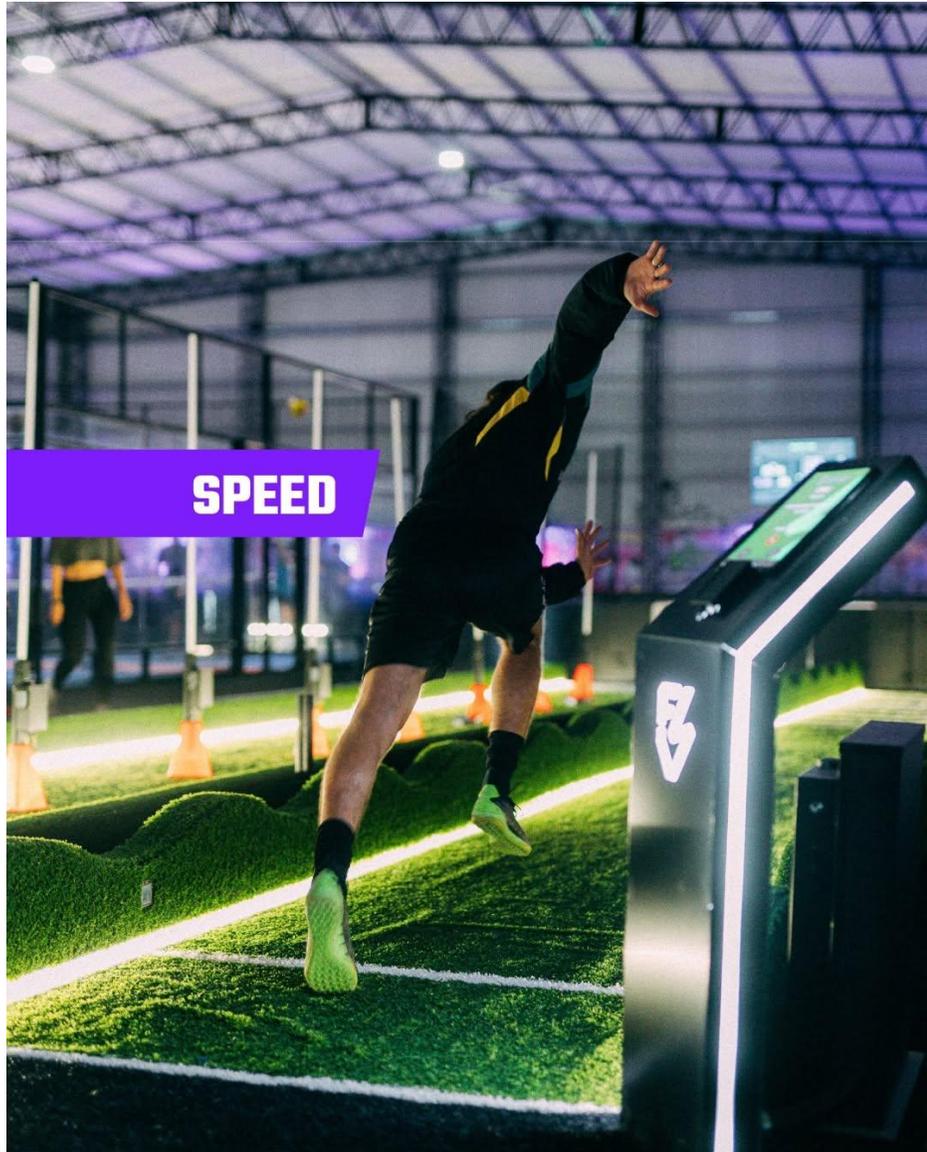
KNOCKOUT

- Knockout is a quick-fire training mode, and an extremely effective warm up or rehabilitation routine.

VISION

- Vision is extremely beneficial for developing scanning abilities.

And Many More...



دقيقة 90 Minutes

 90minutes.sa