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# SQUASER



## Problem



- In the sport of Squash, if the ball touches certain lines it is called **out**
- It is often difficult for referees and players to decide, **leading to arguments and unfairness**
- Professional players have been **unhappy** about the situation for a long time
- Tennis has Hawk-eye, Cricket has Snicko. But **there is no line calling system for Squash**



- Is this ball out?**
- In real time it is even more difficult to tell
- They **cannot use video review** due to blur
- It was called **out on match point** and we **cannot know if it was the right call**



## Solution

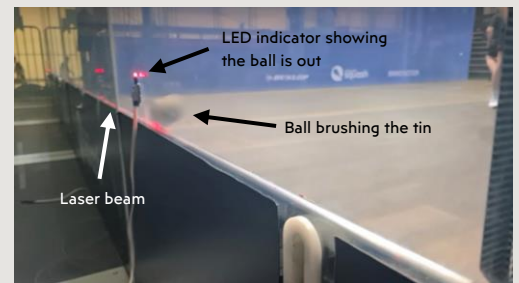
**SQUASER** solves this problem



- Finely adjustable laser sits over the top of the lines
- If the **ball touches the line it blocks the laser**, which is detected by a sensor
- This alerts the referee using a speaker and LED
- Leads to **increased fairness and fewer arguments**



System set up is **quick and simple**, consisting of laser and sensing modules which attach to tripods, prototypes shown above and left



## Progress

Professional Squash Association (PSA) interested

Squaser Ltd created

Tested at National Squash Centre in Manchester

Won Engineering Leaders Scholarship worth £5000 from the Royal Academy of Engineering to be used for further development

Discussion with the PSA

Manufacture for the PSA

Proof of concept built

Received £500 of EIBF funding

Prototype built

Trialled at the Canary Wharf Classic tournament final in front of a crowd of 500 and on live TV, it worked perfectly



Test at British Nationals court

EIBC

Design and test for regular courts to sell to Squash clubs

## Market

- Test runs conducted at **three glass courts**
- In discussion with the **Professional Squash Association** for purchase of Squaser for use in tournaments



- Casual players will see it used on TV and want it at their clubs, **market need created**
- System designed for **regular courts** is in development
- 4500 courts and 900 clubs** in the UK
- 20 million players and 50000 courts** worldwide

- Zero competition** from other companies
- Potential for a **multi-million pound company**
- Sports sensing using lasers can be expanded to other sports such as **Paddle and Table Tennis**

