



Strike

S M A R T B A S E B A L L
—
E N G L I S H E D I T I O N

BASEBALL
IS A GAME OF
INCHES.



Origin

In 2013, a group of baseball enthusiasts were into the most important baseball event, World Baseball Classic. This group of enthusiasts were engineers from different industries, and we always gather to watch the baseball game. We were inspired by some critical plays during the game so we decide to put more time to study the statistics and data of a baseball game. That's how Strike is born. We are Team Strike and we strive to provide a better solution for baseball training.



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STRIKE ONE

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From An Island that Loves Baseball

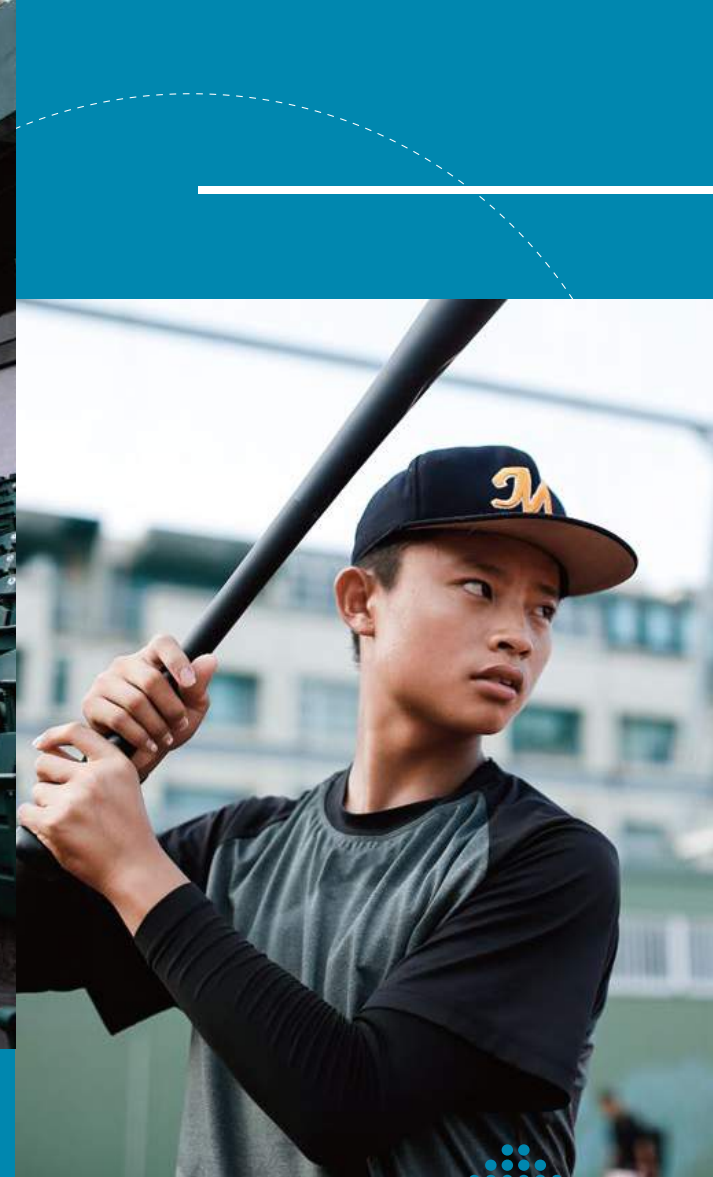
The Relentless Pursuit of the Truth

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We Are Here to See The World





FROM TAIWAN
An Island that Loves Baseball

One of Asia's most developed professional baseball countries, Taiwan has produced many elite baseball players over the past decades. As top Asian professional team congregate in Taiwan, our development team gets to work with them and constantly modify our product to fit their requirement.

Baseball has been played for more than a hundred years on the small island nation of Taiwan. Taiwan is also a high tech industry hub, possessing the highest density of precision supply chain system. This leads to efficient application of software and hardware development, allowing **JINGLE** to quickly produce world class products with top end technology and resources.



ABOUT JINGLE



The Relentless Pursuit of the Truth

Growing up in Taiwan, every kid wants to have that opportunity to show the world the best that we could offer.

The **JINGLE** team members are graduates from elite universities in Taiwan, and a collection of talents from engineering, design, and business. We share a common goal, and are motivated to make the sports industry better. Our core value is sports science, and the goal is our brand.

Our elite software and hardware engineers utilize Taiwan's hardware supply chain to continuously explore more possibilities for our target market. User experience and feedback are our more valuable resource, as we continue to improve our product, satisfy our users, and develop one innovating product after another.

TEAM JINGLE

We Are Here to See The World



Ruru



The iron triangle of a great enterprise is a balance among marketing, design, and engineering. Quality is just as important as quantity.

Specializes in software and hardware integration as well as all areas of product engineering, Ruru turns dreams into reality, and navigate the team with his talent and abundant passion and motivation. Bring together a world class team, Ruru gives everyone enough space to shine, and strives to become the number one brand in the world.

CEO & Firmware Engineer **Ruru Lin**

Daphne



Even the smallest person can change the course of the future.

Always enjoying exploring new things, Daphne is passionate about research. She specializes in bio medical signal processing, embedded system implementation, image/video/audio compression technology, and hardware design. Daphne's leadership and research abilities makes her a valuable member of JINGLE. She sets a high standard for herself, and enjoys facing challenges. She trusts in herself, and in her fellow member's ability to overcome all obstacles.

CTO & Algorithm Developer **Daphne Wang**

Hanyo



Love is the answer that transcends everything.

Specializes in algorithmic design and physiological signal analysis and research, Hanyo possesses a wide range of bio research experiences and brainwave analysis. In addition to developing algorithm, producing prototypes, and implementing experimental procedures for JINGLE, Hanyo brings hope and love to the team, and steadies the team with confidence and energy.

COO & Experimental Engineer **Hanyo Chen**

YZWind



Do the best I can.

As a backend engineer, Yzwind builds and maintains the STRIKE background server and database, as well as the official JINGLE webpage. Sometimes attempts front-end coding, Yzwind enjoys surfing the web, thirsting for knowledge, and never has enough time. Nothing in life is ever wasted in Yzwind's mind, but sometimes doing nothing makes perfect sense too.

Software Engineer **Pan Wu**

Henry



A creator not only has to be outstanding, but also leaves a mark in time so legends of his/her achievements can be told through time.

Passionate about automobile and product design, he specializes in implementing design concepts in different industries, and in enhancing product value with strategic designs. Enjoying the continued challenges in life, Henry joined JINGLE in 2015 to start from zero, hoping to instill brand value into a innovative product.

UX Designer **Henry Chen**

Yen



There are too many complaints in life, and also too many places to make the world more beautiful.

A curious scholar who loves visual design and anthropology, Yen bridges business enterprises and markets with design by thoroughly understanding the users. Alternating identities between real life and online gaming, Yen observes how both worlds affect the actions and psyches of the individuals, and formulate designs that can be implemented in the real world. Yen is the communicator of the team, translating JINGLE's unimaginable passion to everyone in the world.

UX Designer **Yen Wang**

Vivian

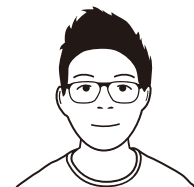


Everything is exactly as it should be.

As an iOS mobile software developer, in addition creating apps, Vivian is actively involved in the implementation of procedures. Familiar with digital signal analysis and algorithm integration, she brings a wealth of experience in software development and interdisciplinary teamwork. "App makes a user's life better" is where she draws her passion and sense of accomplishment. She is the force that drives the JINGLE team.

Software Engineer **Vivian Tsai**

Steve



Success requires effort and persistence, but real success comes from the heart.

Residing in Los Angeles, Steve majored in industrial design with a focus in packaging design, printing, production and sales. He has a wealth of sales experience and is great at marketing and customer relations. A member of JINGLE since 2017, Steve is responsible for international affairs, sharing his years of market experience to help the team connect with the US market.

Business Development Manager **Steve Shao**

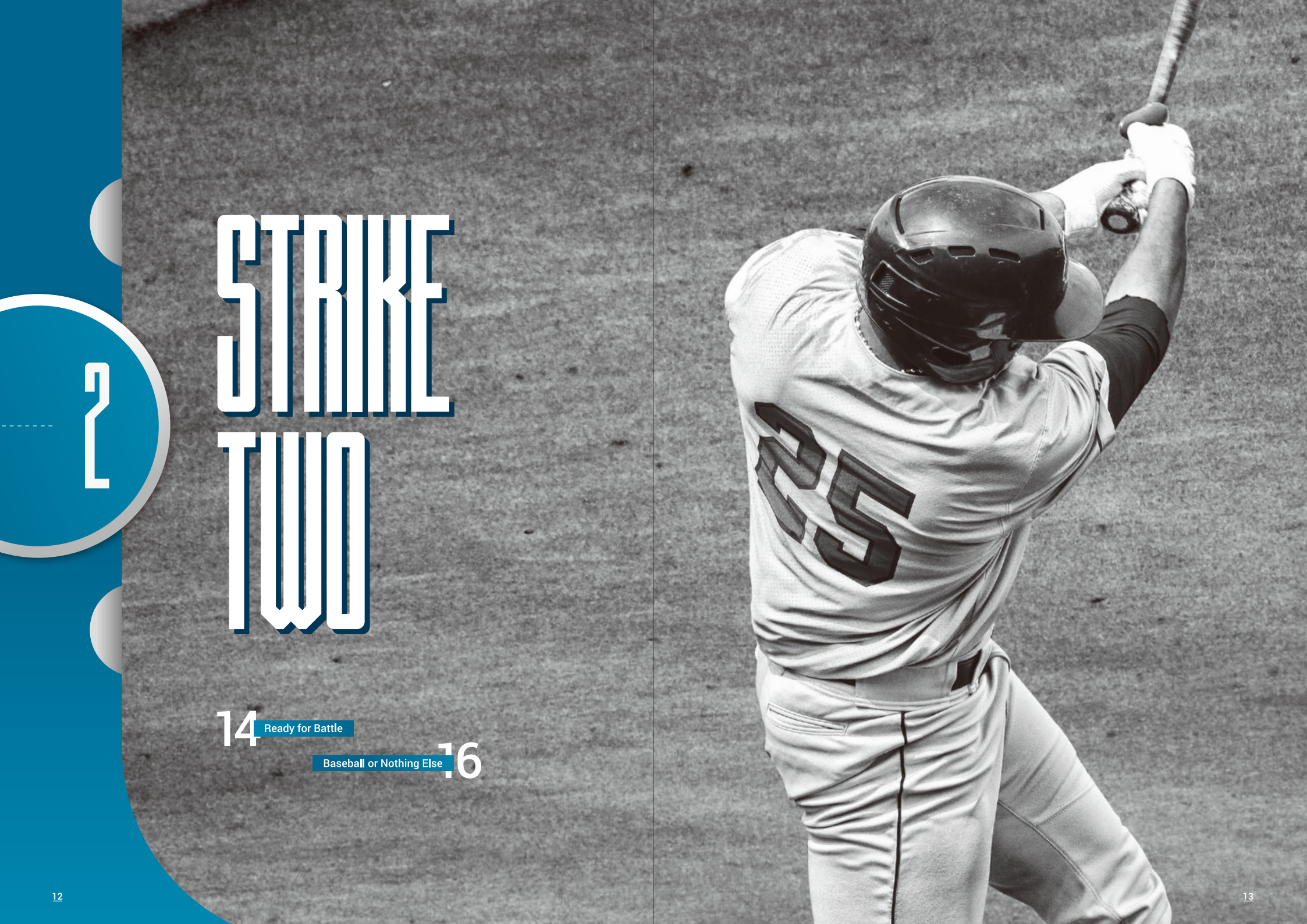
Brian



Together we can, together we will.

A co-founder of 2Kickstarter, Brian has participated in many well-known crowd funding drives and is fascinated with promotion, marketing and sales. With a background in international sales, Brian has spent many years working with such international enterprises as Grainger, Nike, and Volvo, among others. His 15 years of international sales experience is the biggest asset to JINGLE's success internally.

Business Development Manager **Brian Tsai**



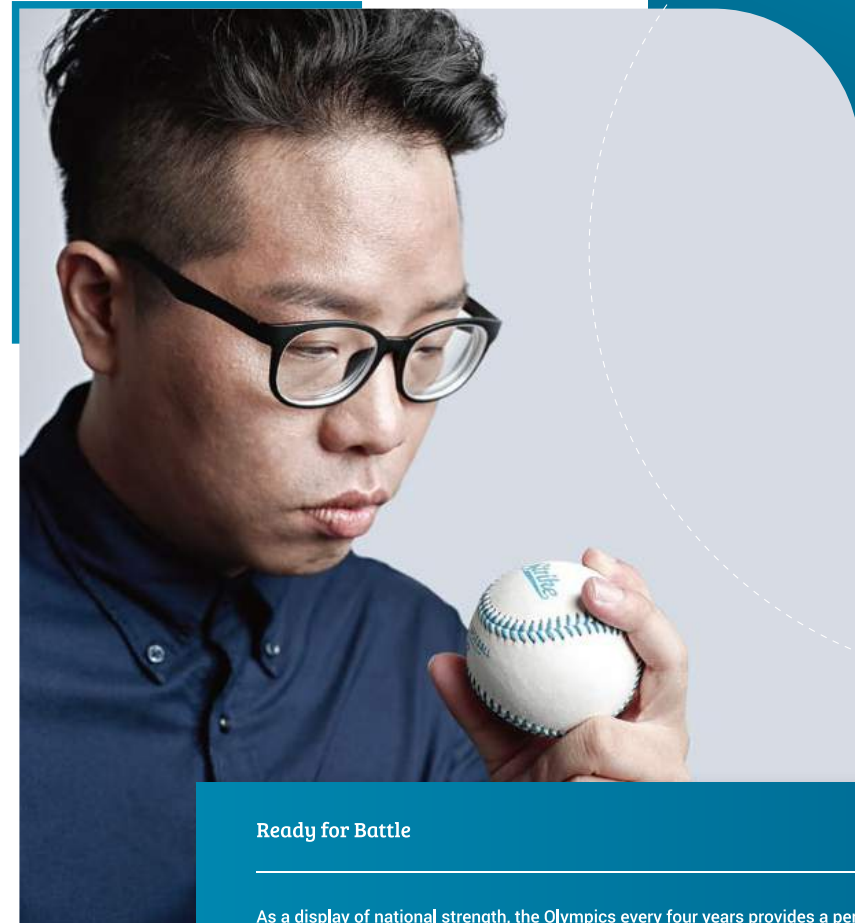
STRIKE TWO

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Baseball or Nothing Else

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THE POWER OF SPORTS SCIENCE



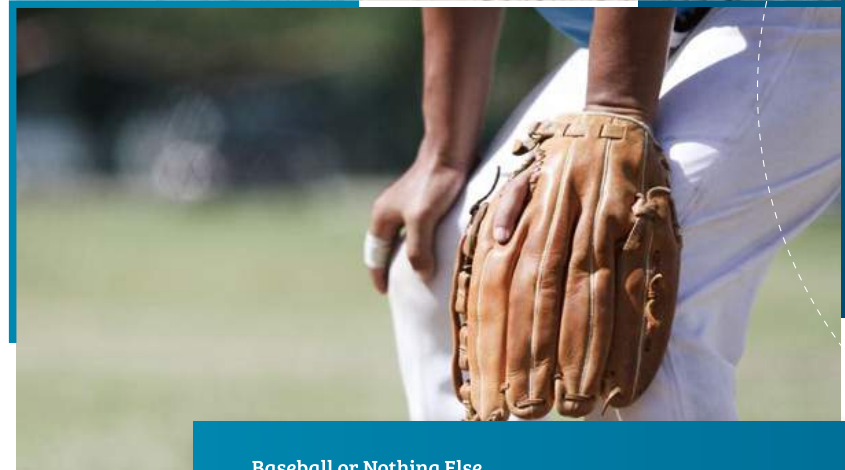
Ready for Battle

As a display of national strength, the Olympics every four years provides a perfect opportunity to compete for gold medals. In recent years, many countries have systematically revealed the training regiments of their athletes, using sports science as a sign of national strength. In the private sector, leading automobile maker is heavily involved in sports science, developing a motion sensing and monitoring system for athletes, which utilizes its own lighting technology to assist athletes in modifying their rhythm and improving their performance. Legendary swimmer, owner of multiple world records, for instance, also utilizes advance sports science technology to help with his training.

Traditional training is too far behind, as many countries begin devoting their resources in sports science. This is the next frontier for the whole world.

JINGLE team members are the best from their respective fields, and we strive to find new training methods to improve the athletes' performances. Everything starts with the world's first smart baseball.

IN BASEBALL WE TRUST



Baseball or Nothing Else

Baseball is national sport of Taiwan, and is a relatively mature sporting activity, families and friends enjoy rooting for their teams, while kids enjoy spending time with their parents watching baseball. The country also shares a collective memory of sitting in front of TV and rooting for Taiwanese players performing in Major League Baseball. The fans represent a strong sense of national pride, which sits deeply in our collective baseball memories.

Passion alone does not bring victory on the field, and a few nanosecond of hesitation changes everything. Sports science can change those few nanoseconds, and JINGLE is attempting to bring this innovation to the world of baseball and improve the world of sports.

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STRIKE OUT

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[Functions] Above and Beyond

[Hardware] Incredibly Tough

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[App/Operation] Simply Intuitive

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A Blueprint for Our Future

Next Stage

Advanced Program

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ABOVE AND BEYOND



Beyond Imagination

STRIKE focuses on each user's feedback, and the development process concentrates on data accuracy, hardware durability, and software friendliness. As the world's first smart baseball, there was no precedence to follow, and success relies on team members following every step with precision and accuracy without any compromise. Only the perfect product brings the best experience.

Spin Rate

With the improvement in scientific instruments, high speed camera has afforded us the ability to record the spin rate of every pitch and display it in real time television broadcast. Spin Rate is a significant factor in pitch velocity and movement, and **STRIKE** measures the spin rate of every pitch precisely, helping the pitcher understand his/her pitches better.

Velocity

How exciting is it when a pitcher can see his/her own velocity in real time and make necessary adjustments? As a result, velocity plays a very important role in modern day baseball science.

Trajectory

The movement of pitches is important in a pitcher's ability to make the batters miss. Baseball is a precision sport, and every little change may play a big role in a game's outcome.

Location

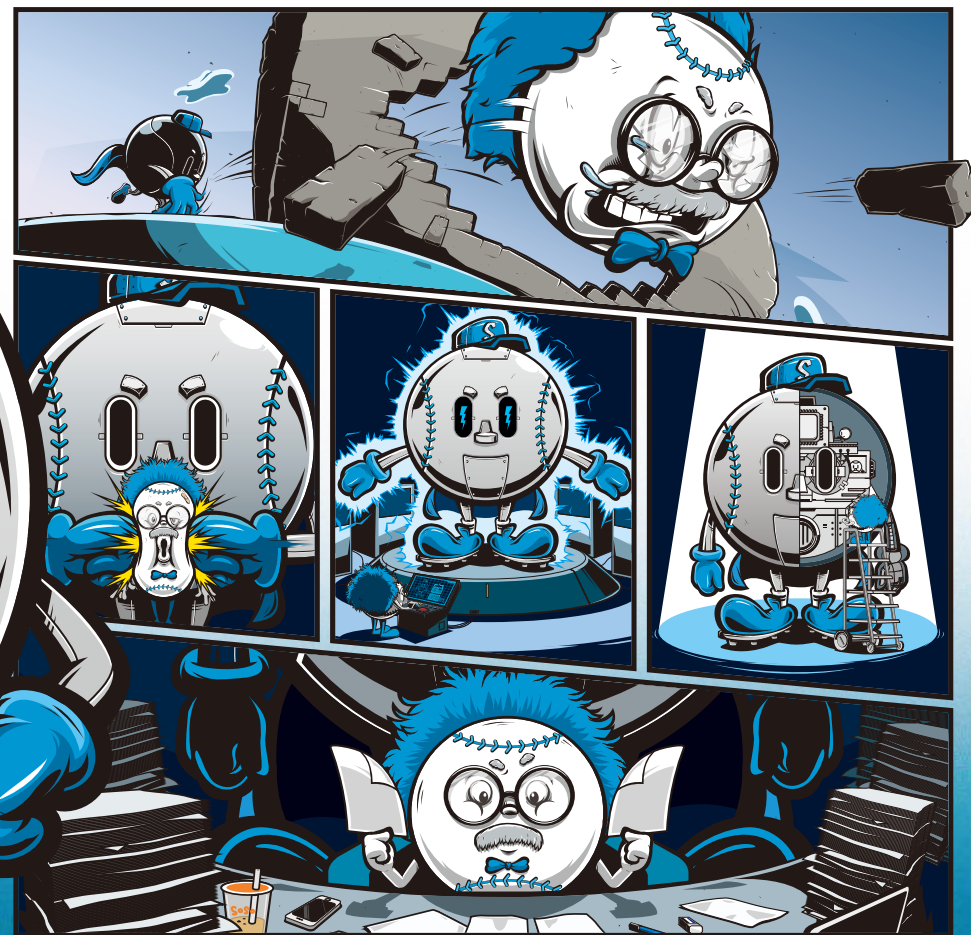
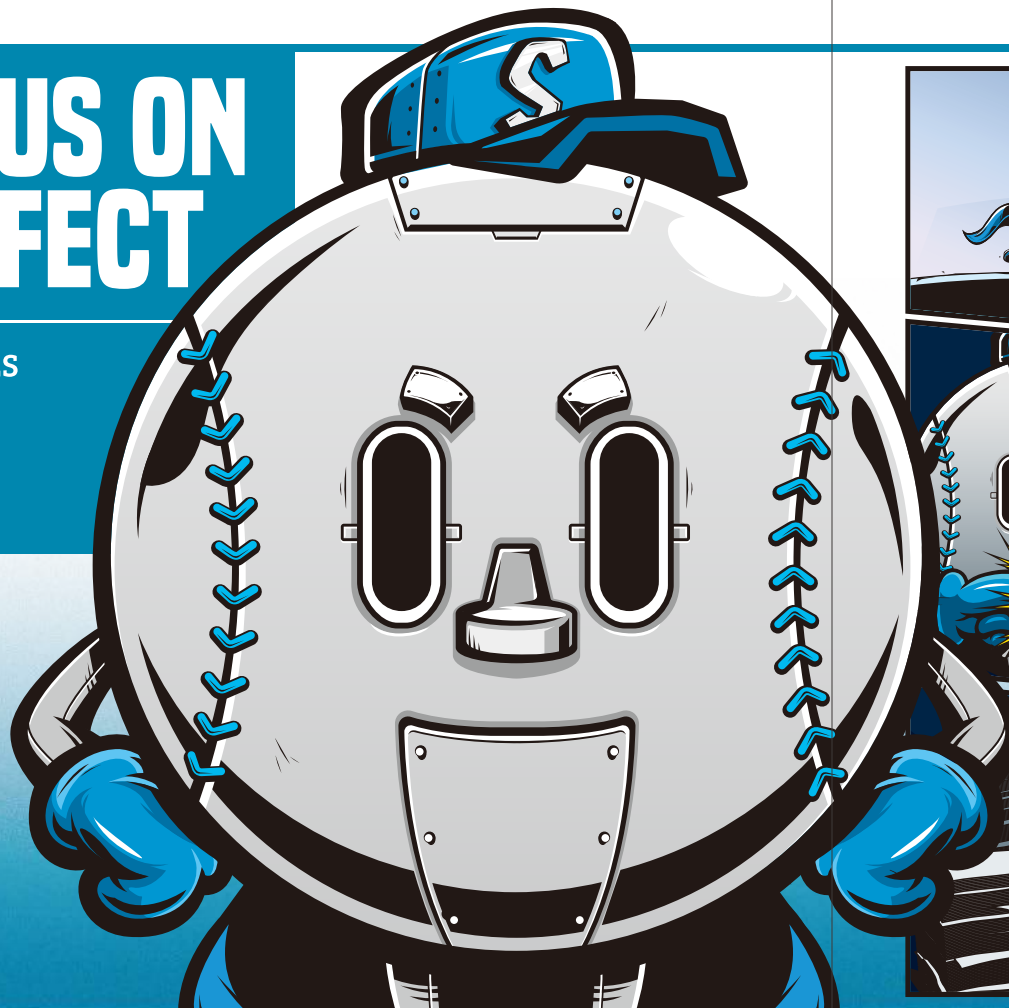
The ability to locate pitches speaks to the pitcher's effectiveness, and also impacts the team's overall strategy. With persistent training and advance technology, the pitcher will improve his/her pitch location and learn to duplicate the training in game situations.

Rotational Axis

As a pitcher's arm generates velocity, and the fingers create spin rate and movement, the other key in movement is the rotational axis. Whether it is a rising four seam fastball or a wicked slider, **STRIKE** will help you see how it rotates before it hits the catcher's glove!

FOCUS ON PERFECT

HARDWARES



INCREDIBLY TOUGH

Why do we call this the world's first smart baseball? It is not something new. Many have invested vast amounts of resources. What has STRIKE done that is so unique?

High Speed Impact Resistance

Imagine what happens when a Lamborghini smashes into a concrete wall at 160 kilometers an hour. STRIKE not only withstands every impact, but also measures everything accurately.

Instantaneous Impact Resistance

Major League impact force measures at around 1800KG. While not recommending for use in direct batting, STRIKE can withstand up to 2000KG of pressure, and will return to its original form after up to 1000KG pressure.

Wireless Charging Without Changing Shape

For the best feel in hand, STRIKE abandoned the old plug-in charging and opted for a more demanding wireless charging capability. This makes STRIKE feel just like a real baseball.

Professional Quality Material

STRIKE uses the same grade of cowhide as professional baseballs, providing the users an experience unlike any other.

Precision Measurement to Reduce Margins of Error

Baseball has one of the highest velocity and the highest impact force. STRIKE continues to challenge the impossible and making our product as close to professional baseball as possible.* Our core is centered with precision placement, greatly increases production difficulty, but also improves overall quality.

*50z to 5.25 Oz
(141.8 Gram to 148.8 Gram)

SIMPLY
AMAZINGSimply
Intuitive

APP



APP

Real-Time Pitching Results

STRIKE operation is intuitive. Just throw that ball to the catcher, and result will appear almost instantaneously.

APP

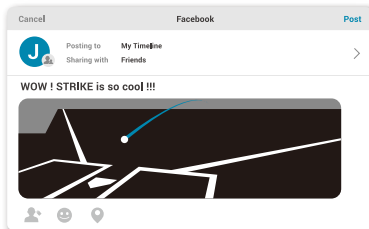
History

No more writing everything down with pen and paper. **STRIKE** records and organizes all your pitching performances, and help you monitor your progress with ease.

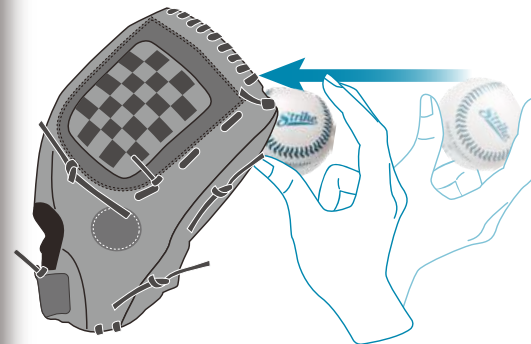
APP

Instant Sharing

"I broke my record!" Want to share it with your friends? Just press Share and **STRIKE** will send out your record with your favorite social network. All your baseball loving friends will see your new record right away!

SIMPLY
AMAZINGSimply
Intuitive

Operation



Operation

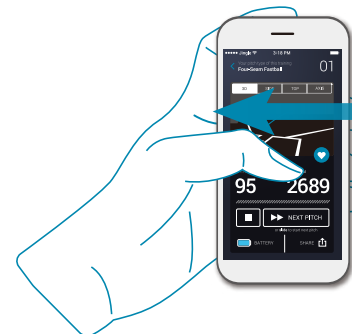
Shake to Pair

For Bluetooth pairing, user feedbacks helped us identify the best method, which is to simply shake the **STRIKE** baseball to initiate the pairing process.

Operation

Slide to Start

Most apps rely on pressing or tapping to select functions, but **STRIKE** incorporates a sliding motions to indicate the next pitch. The user no longer needs to see the screen, and can concentrate more on pitching and training.





STRIKE 1.0

Quantifying Pitch Qualities

Functions

Velocity, Spin Rate, Rotational Axis, Trajectory, Location

Hardware

Smart Baseball

Smart Baseball

Our core beliefs in smart baseball have always been on lightweight and ease to carry. Other than STRIKE's five basic features, we will try to provide more data analysis for the athletes to better understand themselves.

STRIKE 1.5

Incorporating Strategy with STRIKE

Functions

Velocity, Spin Rate, Rotational Axis, Trajectory, Location, Release Point, Delivery Time, Effective Velocity

Hardware

Smart Baseball
Dual Lens Depth of Field Camera

1. Standard Measurement of Pitcher

STRIKE will continue to develop more measuring tools for pitchers.

2. Player Resume Platform

STRIKE will organize all training data and produce a personal pitching resume for the players to better understand themselves.

3. Dual Lens Depth of Field Camera

The camera produces slow motion videos with an extremely high frame rate. With STRIKE's imaging analysis capability, the pitcher's release point and delivery will be recorded and compared on demand. Furthermore, velocity can be broken down into effective velocity, initial velocity, end velocity, and average velocity, helping the athletes with better performance on field.

The camera is also capable of precisely recording the locations of the pitches, and integrate them with Augmented Reality in the handheld device, making STRIKE an additional set of eyes to present a dynamic range of data.

STRIKE 2.0

Understanding the Pitcher and Training

Functions

Velocity, Spin Rate, Rotational Axis, Trajectory, Location, Release Point, Delivery Time, Effective Velocity, Pitcher's Kinetic Chain

Hardware

Smart Baseball
Dual Lens Depth of Field Camera
Smart Suit

Smart Suit

Arm speed and release point are important factors in pitching. A perfect delivery comes from an efficiently utilized kinetic chain, and the motion sensors on a Smart Suit will help measure the kinetic chains of a pitcher. Every segment of the delivery will be recorded for playback and the pitchers will understand themselves and their deliveries a lot better to improve their on field performance.

MARKETING MAP

A Blueprint for Our Future



US Market

30
TEAMS

MLB

Major League
30 Teams
15 in Each Conference

245+
TEAMS

MiLB

Minor League
6 Levels
18 Leagues
245+ Teams

1000+
TEAMS

NCAA

National Collegiate
Athletic Association
3 levels of more than 1000 teams
300+ teams in DIV 1
Approx. 300+ teams in each level

15000+
TEAMS

HSB

American High School Baseball
51 States
15000+ Teams

Japanese Market

12
TEAMS

NPB

Japan Professional
Baseball Teams

381
TEAMS

JUBF

All Japan University
Baseball Federation
381 Teams from
26 Regions of Japan

3839
TEAMS

JHBF

Japan High School
Baseball Federation (Koshien)
49 Regional Champions out of a
Total of 3839 High Schools Teams
Challenge for the National Championship

ADVANCED PROGRAM

Purchase plan

Description		Basic version of Strike comes with five major features which includes velocity, spin rate, rotation axis, trajectory and pitch location. Strike app is free for download in app store. Price varies by quantity. Please contact us for more information.
Current Functions	Velocity	•
	Spin Rate	•
	Location (9 Box Grid)	•
	Rotational Axis	•
	Trajectory	•
	Delivery Time Analysis	
	Release Point Identification	
	Effective Velocity	

STRIKE What Can We Do for You?

Service plan Basic

Service plan Advanced

Strike offers free replacement balls for malfunction during service plan period. User gets to choose from basic version and advanced version. Basic version plan includes five features and advanced version plan includes eight features. Strike will provide pitching data and player statistics in a report to help the team or player to gather valuable information from the training with Strike.

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For business inquiries, please contact :

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