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Company Name	Kudan Inc.	
Representative	CEO	Daiu Ko
	(Securities code:4425 TSE Growth)	
Inquiries	Head of Administration	Tatsuhiro Ishii
	(TEL.03-6892-7333)	

Kudan Strengthens Partnership with Fox Sports on XR Broadcasting

Kudan Inc. (hereinafter “Kudan”) is pleased to announce an important step forward in its collaboration with Fox Sports: Kudan’s real-time camera-tracking technology has been permanently installed in Fox Sports’ broadcast truck for the ongoing 2025 NFL season. As the mobile control centre for live game production, the broadcast truck aggregates all camera and data feeds, making Kudan’s tracking system natively available at each game and venue throughout the season.

Building on last season’s success, Kudan’s proprietary SLAM algorithm, enhanced by the company’s patented high-frequency sensor fusion method for XR broadcast, was proven across the 2024 NFL season and showcased during the Super Bowl broadcast, delivering immersive XR moments to over 100 million viewers as noted in our [earlier announcement](#).

With its new truck-level integration, Fox Sports expands the use of Kudan’s production-ready system from individual event deployments to a permanent, season-wide installation, underscoring the technology’s reliability, scalability, and creative impact in live sports broadcasting.

This solution lets Fox Sports place photorealistic 3D XR graphics directly into live action, and upgrades the production toolkit in three key ways:

- **Photoreal XR, no survey beacons.** Render 3D graphics straight into the scene without costly site surveys, beacons, or optical tracking rigs.
- **One unified coordinate space.** Every camera operates on the same spatial reference, enabling seamless angle-to-angle transitions and rock-solid XR placement.
- **Built for live production.** Deep integration with truck systems and operator tools cuts setup time and risk, so creative XR moments keep pace with the broadcast.

Looking ahead, Kudan will continue to advance the development of new SLAM and XR capabilities while expanding their applications into emerging production environments such as virtual studios. The company also plans to extend these technologies to major sports and live events, aiming to create new value in the fields of broadcasting and visual production.



About Kudan Inc.

Kudan leads the advancement of next-generation solutions such as robotics, autonomous driving, and digital twins through research and development, as well as the provision of spatial perception algorithms that connect the physical and digital worlds. Originating from the United Kingdom, Kudan is a global company that, with innovative artificial perception technology (the “eyes” of machines) at its core. By extending the application of artificial intelligence from the digital space into the physical space, Kudan aims to fundamentally solve social issues and dramatically improve productivity by promoting automation, unmanned operation, and remote accessibility across all industries.

For more information, please visit Kudan’s website at <https://www.kudan.io/>.

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■Contact Information

For more details, please contact us from [here](#)