

Company Name	Kudan Inc.
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## **Kudan Achieves Full-Season XR Broadcasting Deployment with FOX Sports During the 2025 NFL Season**

Kudan Inc. (hereinafter “Kudan”) is pleased to announce the successful conclusion of its XR (Extended Reality) broadcasting collaboration with FOX Sports throughout the 2025 National Football League (NFL) season.

Throughout the 2025 NFL season, Kudan’s XR broadcasting solution, Kudan VANTAGETM, was continuously deployed for all FOX Sports weekend highlight games. Operating under live, mission-critical broadcast conditions on a weekly basis, the solution delivered stable and repeatable performance, establishing a proven full-season operational record.

A hallmark of this collaboration was the close, hands-on cooperation among Kudan, SkyCam and FOX Sports, conducting more than 20 match-day joint activities, including on-site deployment, live operational support, and post-game technical reviews. This frequent collaboration enabled rapid refinement and ensured broadcast-grade reliability across a wide range of stadium environments.

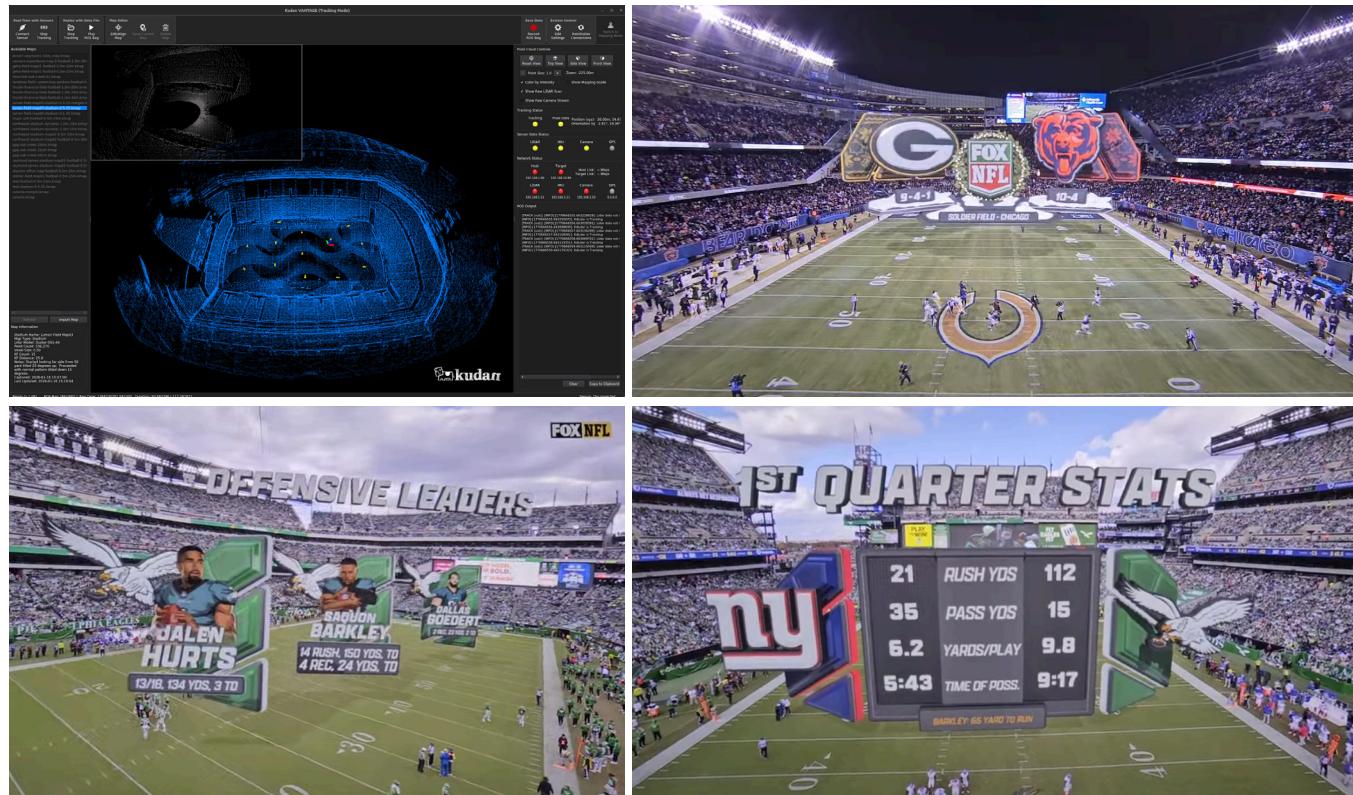
In October 2025, the partnership reached a significant operational milestone, with Kudan’s real-time tracking technology permanently installed within FOX Sports’ broadcast production infrastructure for the season. This permanent integration enabled more streamlined XR workflows with reduced setup overhead and underscored the solution’s maturity and readiness for continuous broadcast operations beyond short-term event use.

In parallel with live deployments, the teams jointly advanced the XR solution from a LiDAR-centric approach to a multi-sensor-fusion architecture incorporating camera information, further enhancing tracking robustness, visual consistency, and adaptability in dynamic live sports environments.

As a result of sustained season-long operation and permanent infrastructure integration, Kudan’s real-time tracking system became an integral, production-ready component of FOX Sports’ broadcast workflow. The continuous on-air presence and strategic infrastructure commitment attracted strong attention from broadcasters, production partners, and the global sports media and XR market, reinforcing the commercial viability of SLAM-driven XR broadcasting technologies.

While Kudan did not appear in this year’s Super Bowl broadcast, as FOX Sports was not the official broadcaster, the collaboration builds on prior success at Super Bowl LIX, held in February 2025, where Kudan’s technology powered large-scale XR visuals for one of the world’s most-watched sporting events.

Looking ahead, Kudan plans to further commercialize Kudan VANTAGETM by advancing deployment efficiency, standardizing operational workflows, and expanding applicability across additional sports, leagues, and broadcast formats. With a full-season deployment track record, permanent production integration, and growing market interest, Kudan is well positioned to support broader commercial adoption of immersive live broadcast technologies across the global sports media industry.



## About Kudan Inc.

Kudan provides spatial perception technology, described as the "eyes for all machines", that drives the advancement of Physical AI and plays a pivotal role in next-generation digital twins and robotics. By perceiving the real world to create digital twins that AI can understand, Kudan contributes to the digital transformation (DX) of operational management and significant productivity gains. Furthermore, the company offers fundamental technologies that enable robots to digitally perceive their surroundings and achieve autonomous mobility in complex environments.

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](#).