

## **Fly-Fut starts recording with drones in Barcelona**

*The Spanish Startup demonstrates the first step of scalability and already serves in Madrid and Barcelona*

Fly-Fut is changing the world of football. The start-up, which began its activity in 2017, is a pioneer in the recording of amateur football matches with drones. Fly-Fut has a clear objective: that amateur soccer players feel like their idols, like professional soccer players. Since he began his activity, he has managed to film more than 2000 official meetings. The start-up has achieved that approximately 5000 players do not miss a minute of their matches. The entire community it serves can enjoy their football through the Fly-Fut app in two formats: the full game and with a highlight of the best moments of the meeting with commentator and professional effects.

Spanish amateur soccer players are the first to enjoy this type of recordings consecutively and professionally. Therefore, Fly-Fut is a key piece for the future of Spanish football. The start-up has begun to serve in Madrid and Barcelona but estimates to expand throughout the country in the coming months. The players of these two cities are the first in the world to have an experience that, until now, was reserved for professional football clubs. For the world of football, it is a great innovation to be able to relive each game on video with a commentator.

In addition to professionalizing the experience, these types of recordings have very positive effects on this sport. Thanks to Fly-Fut, Fair Play is favoured in the fields as both players and spectators have better behaviour. This influences that the referees feel more protected in their work during the matches. From the point of view of the amateur soccer player, the service of this start-up allows him to learn from tactical mistakes more easily. Now with Fly-Fut it is possible to analyse in detail the mistakes that a player may have during a match and correct them. This type of initiatives will help us to have a higher quality grassroots football thanks to an analysis of detailed images that can be carried out by both coaches and the players themselves, as well as enjoying with friends and family reliving the best moments in the field.