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**HERNAN CRESPO**  
**ARGENTINA'S THIRD HIGHEST GOALSCORER**

**REPETITION ACCELERATES PERFORMANCE**

# THE BEGINNING

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Elite Skills Arena (ESA) was formed in 2014, with the purpose of creating revolutionary training equipment for football. Over the past 4 years, we have spent over 100,000 man hours developing our products, with our clients and partners including top professional clubs and players, big brands, and several entertainment and training centres worldwide. The product range now available covers virtually all aspects of a football players skill set, and are the most advanced products available.

All of our products (excl. ICON Spectrum) use LED light and vibration software to create targets for players to hit. Different light sequences are programmed as training modes

to work on different attributes. All can be used inside or outside. Using our data interface as well, all scores are tracked and statistics provided for players, with leaderboards for activation purposes.

All ESA products are based around the ESA mantra of 'repetition', maximizing training intensity for faster and more pronounced improvement. Professional coaches, both internal and those currently integrated at Elite club level, have developed a range of training modes for each model designed to replicate match realistic situations and hone fundamental skills.

## ABOUT

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At Elite Skills Arena we are pioneering football training and development by providing an innovative range of training aids to improve performance. Our models specialize in individual and small group training, where technical progress is amplified.

All of our products are made to the highest specification and come with a 3-year warranty and guarantee with full service and maintenance included within that time. We also carry out remote maintenance and offer worldwide support. As we continually update our software, clients have the opportunity to continually keep their product up to date with the latest games and features.





**ICON RANGE**



**ROLANDO AARONS | NEWCASTLE UNITED**

**PICTURED ABOVE IS THE ICON 4 METRE**

## **SPECIFICATION**

This is our flagship training arena, used by elite professionals across the globe and statistically proven to dramatically improve player performance. The ICON range uses ESA's pioneering LED lighting technology to generate a competitive and enjoyable environment for training. It is complemented by the exclusive ESA web interface and database allowing for full control over training and the monitoring of improvement.

Progressed with some of the world's top coaches and tried and tested at some of the world's biggest clubs, the ICON creates match specific training for both individuals and small groups, rapidly accelerating development. Depending on the size of the arena, single and multi-player training sessions can be made, and the scoring system provides a truly addictive experience to keep players on the machine.

The ICON is fully waterproof and the larger arenas are ideally fixated in one area. A 4M ICON takes around 15 minutes to assemble/disassemble. The ICON comes in 5 diameters, 4M, 6M, 8M, 10M and 12M, all of which provide a different training intensity and slightly different benefits.



## SPECIFICATION

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The ICON Q range has been developed to bridge the gap between the elite level of training and the grass roots. Introducing our smaller, more accessible Q. The design is simple, all the technology of the ICON packed into a quarter of its size. Although the circle is broken, the repetition effect remains, as do all of the technical improvements from owning an ICON. The Q has been compared to the 'modern day wall' which famously has been the early catalyst of many professional football players careers from just practicing against a wall.

However, our technology enables detailed performance analysis using our scoreboard system and this has been proven to keep players enthused and creates an addictive environment for a practice culture. With its adaptability, the Q has an unlimited range of training modes, based upon 8 innovative light sequences programmed to maximize enjoyment and improvement.

The Q takes 5 minutes to set-up, can be transported in the back of a family car and is ideally suited to those wanting the flexibility of having the ICON technology, but having the ability of transporting it to a variety of locations regularly, including football camps and academies.

# ICON FAST FEET



## SPECIFICATION

The ICON Fast Feet is the smallest ICON we produce but possibly the most intense yet. The Fast Feet is ideal to train your footwork, balance and coordination to a higher level of performance. The amount of touches and passes which can be achieved during one minute of training inside the Fast Feet are above the levels of what players have during a 90 minute match.

The Fast Feet is suitable for everyone from young children to adults and from players at the beginner level to professional. With a set up time of just 5 minutes and a diameter of 2.5 metres, the Fast Feet is perfect for sports shops, allowing customers to test their boots and trainers for comfort before they buy. The ICON Fast Feet is also ideal for marketing events, individual coaches, players and several events hosted outside of stadia.

# ICON VELOCITY



## SPECIFICATION

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The ICON Velocity offers something different equated to the ICON, its reactive perspex shell provides an extra dimension enabling exclusive high-sided games such as the hugely popular Liftball. Liftball is a hybrid version of squash and football tennis, an explosive sport that burns more calories than doing a cardio session as well as developing technique.

Moreover, the Velocity provides a wide variety of speed and agility training modes, aiding physiological improvement. Ideally suited to sports clubs and gyms, this arena brings the world's most popular sport to the world of fitness.

The Velocity comes in diameters of 6M, 8M and 10M.

# ICON VERSION 2



## SPECIFICATION

The V2 is undoubtedly the most advanced and game realistic arena ESA has developed. Additional technological features, such as beam breakers, press panels and extension panels, have created a machine to test your ability on every attribute needed to play football.

The V2 has the power to navigate the user away from the centre of the arena with the help from the beam breaker. Acceleration while dribbling is a skill you must master, while deceleration is also a necessity.

With the addition of the extension panels, the V2 tests your passing range and ability. You will have to make a decision whether you pass with extreme force to get the ball back as quickly as possible or whether you can pass with a perfect weight to play the next pass first time.

The V2 also has a smaller panel target, the pro panel. This panel recreates a key defence splitting pass in a match where you have to be incredibly accurate.

And then we have the press panel. If you misplace a pass and hit the wrong target, the press panel will light. This panel encourages work out of possession and replicates a quick press to win the ball back as soon as possible.

# ICON SPECTRUM



## SPECIFICATION

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The ICON Spectrum is the perfect tool for grassroots football and those who are just starting out in their early football journeys. With a dream of becoming the next best player in the world, the Spectrum is ideal to help aid and guide you through the fundamentals of the game.

With its curved panels, the Spectrum still offers the continuous passing and ball receiving skills of the flagship ICON but without the LED lighting system and vibration sensors.

The Spectrum comes with its own mobile/tablet application which determines your random repetition sequences. The app will test your reactions, speed of thought process and decision making which can be the difference between being a good player and a world class player.

The Spectrum also offers players fun without the app, as the arena can be used as rebound boards or as sides of a smaller pitch for younger players. Whether players are after some fun or want a high intensity training session, the Spectrum is the ideal tool.

# ICON LEGACY



JACK WILSHERE | WEST HAM UNITED

## SPECIFICATION

The Legacy incorporates a virtually unlimited amount of training modes, both individual and multi-player working on virtually all of a footballer's skill-set, from first touch to volleys.

It's 96 LED targets create a whole training enclosure, able to test all aspects of the game. All 4 levels work cohesively to create one accurate scoring system which is relayed for detailed analytical feedback. The Legacy also offers constant video analysis.

The developmental impact of the system is huge, and there is the opportunity for coaches to develop and implement their own training modes on the system as part of the package.

There is further scope for a variety of other sports to be incorporated into the Legacy system, something we are working on with elite athletes. At present we are focusing development on 7 key sports, due to be unveiled in 2019.

# BESPOKE



## BESPOKE

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As ever we are eager to develop our range further with the assistance of professionals. With this in mind, we do offer a bespoke service to tailor our models to prospective clients. We provide fully personalised interior and exterior design for all our clients, and can tailor the specification of any model to suit their needs. Other aesthetics such as scoreboard and leaderboard displays and training mode names can also be altered.

Essentially panels can be of any height and arenas of any width or diameter to create an innovative training experience tailored to the customer. We are currently working on a variety of concepts for other sports, using a range of panel specifications.

10

4

2

5

3

1

5

3

1

10

4

1

PRECISION RANGE



# PRECISION WALL



**JACK WILSHERE | WEST HAM UNITED**

## SPECIFICATION

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The Precision Wall is a revolutionary design, bringing traditional football training methods into the future.

The Precision Wall, built around the ESA mantra of repetition, is the first of its kind in the world of football. Utilizing the state-of-the-art vibration technology, the Precision Wall provides advanced performance training in both individual and team settings.

The wall is the exact dimensions of a full sized goal and provides a match realistic environment for players to perfect their attacking and defending.

The Precision Wall allows both player and coach to monitor their performance using an innovative and accurate scoring system.

# PRECISION GOAL



## SPECIFICATION

The Precision Goal is a small Precision Wall which features 9 panels and can include a net in front. It has the power to control finishing sessions and 5 aside matches removing the need for a goalkeeper. With the use of our technology, there is potential for our sequences to replicate a goalkeeper's movements, teaching players to finish under pressure. Lights will move and 'dive' to a certain side to attempt to throw the player off and save the shot.

Having two Precision Goal's would allow small sided games to be transformed into a digital pitch where the ball is always kept in and

requires only outfield players.

Pictured above is the 9 panel Precision Goal which featured in Moscow for the Russia 2018 World Cup. The Goal can also feature netting to give the player the full effect of hitting the back of the net. The Goal also allows players to pause the game after a goal to allow the game to reset.

Like all of our products, we have the ability to add crowd noises to our training modes which means if you miss a target you may receive a negative chant or when you manage to score, you can feel the atmosphere with crowd celebrations.

CISION

GOAL

CIRCUIT RANGE



# CIRCUIT



## SPECIFICATION

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The Circuit is our latest innovative product which is designed around using wireless panels. Our wireless panels are perfect to include during team sessions, small group sessions or one-on-one sessions. This fantastic new invention allows you to work on specific attributes or player position specifics.

We have two main types of wireless panel, the response panel and the pass through panel. The response panel works around rebounds, which recreates working a one-two, while the pass through panel acts as a key and accurate pass through to a team member.

In addition to these two panels, you also have the option to put a press panel above which would provide a new element of working without the ball and out of possession. This involves an element where if you misplace a pass you must press before using the ball again.

The Circuit can be placed up to 30M apart and the setup is effortless with wheels attached to the panels to help roll them on and off of the pitch. As with all of our products, the Circuit can be made bespoke to suit a clients needs.



## COACHING

Above is an example of how you can use the Circuit to create a great coaching drill. This drill tests a whole range of skills from passing, receiving, shooting and communication. Our Circuit is designed around team sessions, so practising will also help with team cohesion within squads. Learning how your team mates play, and their strengths and weaknesses, goes a long way in creating a good team.

Like all of our products, the technology used is all measurable, meaning coaches can not only instruct and take charge of the drill, but also analyse the performance of their players.

The Circuit can be set-up to suit certain positions on the pitch, for instance the Circuit above involves players passing from deep and a 'Number 10' linking the play before striking at goal. Being able to analyse a squad in different positions could give a coach the information required about possible players and where they might be best suited to play. The Circuit can be combined with many of our panels and for maximum proficiency, can be used with our Precision Goal.

# PHYSIOLOGICAL BENEFITS

Not only does the ICON provide mental and technical benefits, it also provides players/users with various other physiological benefits from use. Below is a brief summary of some of the physiological benefits of the ICON arena, which are also replicated in the other products.

## Lowers Body Fat and Improves Muscle Tone:

Training in the ICON builds more muscle mass and burns more fat by recruiting both slow-twitch and fast-twitch muscle fibers. Because of the high repetition nature of the workout, it burns more calories than typical sessions because players are forced to switch between using the aerobic and anaerobic energy pathways.

## Improves Cardiovascular Health:

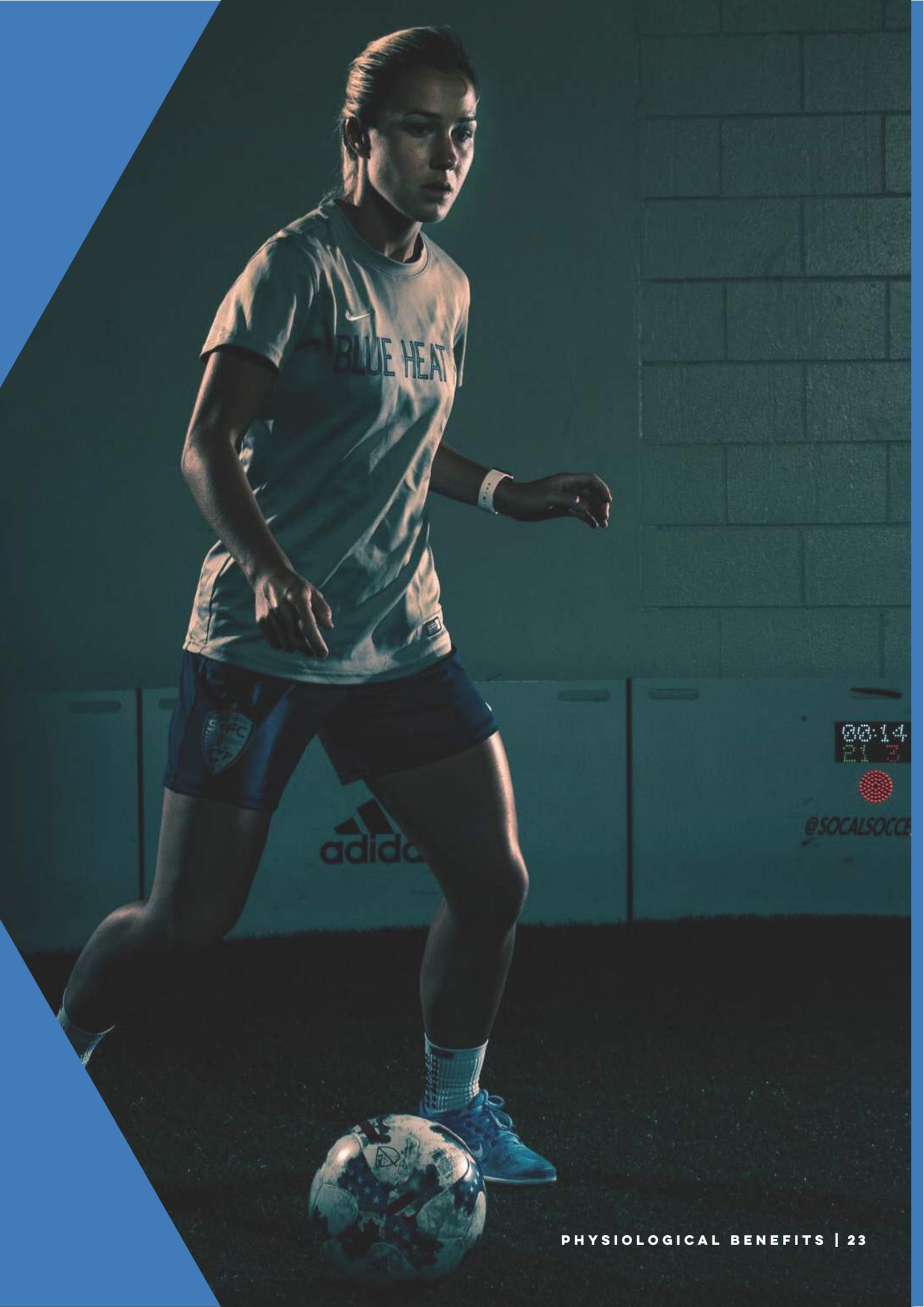
During use of the ICON, heart rate will be increased, which forces the heart to contract more powerfully thus increasing stroke volume. Through regular use of the ICON your heart will increase in size and strength making your body more efficient and lowering resting heart rate enabling quicker recovery.

## Increases Aerobic and Anaerobic Capacity:

The ICON can be programmed so you're training in short bursts or for continuous periods of time. Training in short bursts using the ICON will increase your anaerobic capacity which will improve a player's tolerance to lactic acid, meaning they can run faster for longer. Training for continuous periods of time in the ICON will increase your aerobic capacity. This will improve how much oxygen your body can deliver to your exercising muscles. Regular use results in your leg muscles becoming more efficient using oxygen, which in turn will enable you to run for longer.

## Builds strength and Endurance:

To improve muscular endurance, you must repeatedly work and contract the muscle groups you aim to develop. The ICON does exactly this with the sheer amount of repetition the circular design provides, the player, through regular use of the ICON, will improve muscular endurance in the lower limbs thus during the latter stages of a football match the muscles will be able to perform the same way they did at the start.



BLUE HEAT

adidas

00:14



@SOCALSOCCER

The ESA ICON arena has been designed to maximise training intensity through its unique circular design. The arena is programmed with a pioneering LED target system which works with an innovative range of training modes, designed by professional coaches to develop player performance.



**WAYNE ROONEY**  
**ENGLAND'S TOP GOALSCORER**

The ICON is statistically proven to improve a player's technique if used regularly, quicker than any traditional training session, and provides a competitive environment for players to challenge themselves. All training modes are fully customizable and can be tailored to a coach's preferences. Select training mode, control the game duration, sound volume and LED brightness all from the ESA User Interface.



# ICON STANDARD TRAINING MODES

## PASSFINDER

PassFinder is ESA's flagship training mode. Designed around traditional passing drills, this mode displays targets randomly around the ICON and requires the performer to hit as many flashing lights as they can within the set time frame. Alter the amount of lights displayed at a time to work on differing attributes, and incorporate 2 players within the ICON for a 'set and pass' game.

## CATALYST

Catalyst is a decision making game, which punishes a poor touch and encourages players to concentrate not only on their initial pass but receiving and playing the next one. This training mode displays one blue light at random inside the arena, which must be hit within 3 seconds for 3 points, if missed, an orange light will appear on an adjacent panel for one point. Rack up as many points as you can in the allotted time.

## MAESTRO

Accuracy is vital when playing Maestro, with points deducted for missing a pass. During training, 2 green lights are on at any time, worth 3 points, with one orange worth 1 point, all other lights are lit red and are worth 1 point. When playing Maestro, good decision-making is essential to get a good score. An orange light may be easily attainable but only worth 1 point and so going for a harder option of a green pass could be rewarding.

## ARCHITECT

As an alternative to the PassFinder training mode, architect works on short and sharp passing drills. During Architect, two adjacent lights will appear inside the arena, and both must be hit out before a new pair appear elsewhere. This game encourages accurate and controlled first time passing and can be tailored to train weak foot only, etc.

## **KNOCKOUT**

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Knockout is a quick-fire training mode, and an extremely effective warm up or rehabilitation routine. All lights flash white around the ICON and you must hit each of them as quickly as possible. The scoreboard counts your time and the shorter the better. Tailor this training mode to suit your needs, for example use alternate feet to make each pass.

## **KING OF THE RING**

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King of the Ring is the original multiplayer ICON training mode, incorporating 2-4 players. The game works on tight 1v1 and small sided situations creating a competitive match realistic feel. Players are split into two teams and the aim is to hit your opponents light out within each 30 second round. King of the Ring can also be used to practice transitions from attack to defense in a smaller intensified area.

## **LIFTBALL**

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Liftball is a hybrid version of squash and football tennis, an explosive sport that burns more calories than doing a cardio session as well as developing technique. This explosive training mode, will improve a player's technical ability, volleys/ half volleys, first touch and awareness. The unique circular design forces players to play Liftball at a rapid tempo improving a player's acceleration, deceleration, agility, stamina and mobility.

## **VISION**

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Vision is a training mode developed for two purposes: Firstly, the Vision sequence uses the same light pattern each time it is played, meaning aspiring players can accurately compare their score to their heroes. Secondly, Vision is extremely beneficial for developing 'scanning/checking your shoulder' abilities. During this training mode, two lights will appear at each individual time. One blue, which is the light which needs to be hit initially, and one orange, which provides a visual stimulus to show where the next pass should be played. Once the first (blue) light is hit, the orange light will change to blue and become the next available light to be struck.



All modes have been developed to aid improvement for all age groups and standards, simple to understand but extremely effective having been developed by professionals.



All coaches have their own ideas on ways to improve players using the ICON and have the exclusive opportunity to design their own programs and training modes, these will be relayed to our programmers to upload remotely to the unit wherever it is in the world.



# ANALYTICAL DEVELOPMENT

Via a secure online network, all data and scores recorded on the ICON are stored on the ESA database, a password protected online portal where players and coaches can log in to track progress, view statistics and view all the sessions. This data is stored from a players first go on the ICON to their last, so all improvements can be tracked. All information is also available to download to excel. For events purposes, managers can view the total usage on the product, or player details to hand out prizes for high scores.

Alongside the database, we also have the ESA leaderboard, which can show the Top 10 scores on a user selected game, within selected timeframes and on a particular machine. Perfect for motivating players, or as an events/marketing tool – the leaderboard can be branded to client specifications.

# PRODUCT BUILD

- All ESA products are made from none corrosive high grade aluminium and is guaranteed for 10 years against ball damage and corrosion.
- All products in the standard price range come in matte or gloss white/black paint. Other colours are available and can be applied if pre-ordered.
- All arenas are easily assembled requiring no specialist equipment and are fully weather proof. Each product comes with a full assembly document.
- Each product panel is attached by a robust easy to connect acrillic joiner. Our cables are magnetic making connection simple from panel to panel and to a main power source. Our products will feature a scoreboard which will also be the master panel with power buttons and a replay button.
- Each panel includes a LED cluster which operates individually to each other on pre programmed sequences.

PRODUCT	PANELS	MASTER PANELS	STANDARD PANEL DIMENSIONS (Height x Width)
<b>ICON</b>			
ICON 4M	12	1	610mm x 1035mm
ICON 6M	16	1	610mm x 1170mm
ICON 8M	24	1	610mm x 1045mm
ICON 10M	28	1	610mm x 1116mm
ICON 12M	32	1	610mm x 1172mm
Q	4	1	610mm x 1170mm
Fast Feet	6	1	500mm x 1300mm
V2 6M	24	1	610mm x Varied
Spectrum 6M	16	0	610mm x 2090mm
Legacy 8M	96	4	610mm x 1045mm
<b>PRECISION</b>			
Precision Wall	28	1	610mm x 1040mm
Precision Goal	9	1	610mm x 1040mm



REPETITION | ACCELERATES | PERFORMANCE



ICON DESTINATION MAP

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UK

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