

Racing Force Group and Bellantenna launch partnership for 5G technology

*A first dedicated network will support the transmission
of Skier's Eye images in alpine skiing*

Ronco Scrivia (Genova, Italy), February 18th, 2025 – Racing Force Group announces that it has entered a technology partnership with Italian telecommunications company Bellantenna for the exclusive provision in sports contexts of purpose-built 5G networks for the transmission of live data and images generated by the communication systems of Zeronoise, the Group's electronics division.

Based in Milan, Bellantenna specializes in creating custom private and public 5G networks capable of ensuring optimal performance by adapting to the specific needs of sporting events and urban contexts.

Alpine skiing is the first area of collaboration between Racing Force and Bellantenna, with the aim of setting up a communication infrastructure to support the Skier's Eye system, developed by Zeronoise together with Oakley. The Skier's Eye is based on Racing Force's experience with the Driver's Eye (also known as "helmet camera"), patented and used since 2020 in top motorsport races, to offer the exact point of view of the athlete thanks to the world's most compact camera for live broadcasting.

With downhill skiers reaching top speeds of more than 120 km/h, the high-definition images from Skier's Eye technology and Bellantenna's bespoke 5G network for fast transmission represent an unrivalled package for delivering a stable, high-quality video feed. The proprietary 5G network has already been successfully field-tested and is ready to be deployed.

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The combination of Zeronoise communication technologies and Bellantenna's 5G infrastructure is set to establish new standards in the sports industry in terms of versatility, reliability and performance.

Alex Haristos, Chief Operating Officer of Racing Force Group, commented: *“The partnership with Bellantenna is a key step in the full implementation of our communication technologies in sporting events, with the possibility to expand to other disciplines after the Driver's Eye success story in motorsports and our entry into alpine skiing with the Skier's Eye. Collaborating with a cutting-edge company like Bellantenna is allowing us to work alongside a team of dynamic and passionate people, perfect to meet our needs through the development of tailor-made solutions with high efficiency and reliability.”*

Achille Montanaro, Chief Executive Officer of Bellantenna, added: *“We are proud to collaborate with Racing Force Group on this innovative project. Bellantenna, with its experience and agile approach, has successfully adapted the technology to meet the specific requirements of the project and partner, implementing a flexible and innovative architecture. This achievement marks a significant milestone for us as a company, paving the way for future challenges and opportunities in expanding our solutions within private and public 5G networks.”*

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Racing Force Group

Racing Force is a leader in motorsport safety, providing the most advanced and comprehensive range of protection and performance products used worldwide by top professionals, race teams and car manufacturers, as well as amateurs. The Group is present on three continents, with main headquarters in Ronco Scrivia (Italy), Sakhir (Kingdom of Bahrain) and Mooresville (United States). Through its brands OMP, Bell Racing, Zeronoise, and Racing Spirit, Racing Force Group contributes to several victories and titles in car and kart racing each year. More information is available at www.racingforce.com, as well as at www.ompracing.com, www.bellracing.com and www.racingspirit.com.

Bellantenna

Founded in 2021 and headquartered in Milano, Bellantenna specialises in creating high performance next gen 5G networks, custom built around the specific needs of their clients. Bellantenna solutions maximise performance to customers and minimize impact and inefficiencies with beautiful and bespoke solutions that perfectly integrate with urban texture as well as event settings. More information is available at www.bellantenna.com.

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