Saluting Innovation @ Goal Control

by Cortney Behrends and Bill Poston

Saluting Innovation @ Goal Control for giving us instant “GOAL” gratification at the 2014 World Cup. Avid fans of the game will remember a certain 1966 World Cup championship game between England and Germany. British soccer legend Geoff Hurst made a strike that hit the top crossbar and bounced down before being cleared by a German defender. It was impossible to tell if the ball had crossed the goal line plane. Eventually, officials awarded the goal to England, securing a victory for the team.

Now, for the first time in soccer history, FIFA is featuring goal line technology that will send “GOAL” or “NO GOAL” messages directly to officials’ watches. The Goal Control system determines whether balls crossed the line or not using 14 high speed cameras. They are mounted around the roof of the stadium with seven cameras focused on each goal. The position of the ball is recorded continuously in real time 3D as soon as the ball is near the goal line. When the ball completely crosses the goal line, a vibration and optical signal is instantly sent to the referee’s receptor watch.

The system also includes the Goal Control Replay feature that allows the audience to view full image replays followed by a 3D animation on giant screens in the stadium. A bad goal call can change everything and Goal Control helps eliminate guess work and gives fans and players confidence in the referee’s decision. Could the outcome of the 1966 championship game have been different if Goal Control technology had been in place? We salute Goal Control for taking goal line technology to a new level and changing the game of soccer forever.

Originally published June 17, 2014 at www.thechiefinnovationofficer.com

Read More InnoSalutes

Innovation comes in many shapes and sizes. Stay informed about the latest and greatest innovations happening in the world as our team salutes our favorites and uncovers what makes them authentically innovative. Click here for more #InnoSalutes.

Originally published on June 25th, 2014

What’s your view? Add your question or comment
About the Authors

Cortney Behrends

cortney.behrends@kalypso.com

Cortney is an experienced professional focused on identifying innovation across various industries and supports the creation of content for the Chief Innovation Officer.

Bill Poston

bill.poston@kalypso.com

For the past 30 years, Bill has helped executives in technology-driven industries transform their competencies to deliver results. He is a highly regarded consultant, speaker, and writer on the topics of innovation strategy, product development, portfolio management, technology commercialization, and the software systems that enable innovation. Keep up with Bill's latest research and thoughts on innovation and the rising role of the Chief Innovation Officer at www.TheChiefInnovationOfficer.com.