

# MI HIEPA SPORTS PRESS PACK GUIDELINES



e : [info@mihiepa.com](mailto:info@mihiepa.com)  
w : [www.mihiepa.com](http://www.mihiepa.com)

Unit 1a, Abito, 85 Greengate, Salford. M3 7NA  
t : +44 (0)161 214 4780

# MHS - INFO

## The Global Elite Football VR Platform.

COGNITIVE COACHING • REHABILITATION RTP • HUMAN PERFORMANCE • SKILLS & COACHING

For the first time, coaches, managers, scouts and sports directors can produce rapid, standardised, measurable and comparable results from talent pools that may have been previously unmanageable. At the same time existing talent can be progress-tracked and improved. Our Elite solutions help your best players get better mentally and physically through individual training drills.

Our proprietary limb tracking mechanism enables us to track the movement of a player's feet and shins independently in 3D space.

With no need for handheld controllers to move your feet, accuracy and immersion in MHS is unparalleled.



# MHS - KEY CONTACTS & LINKS

MHS Website: [www.mihiepa.com](http://www.mihiepa.com)

Address:  
Abito 1a, 85 Greengate  
Salford, M3 7NA

General Inquiries

Email: [info@mihiepa.com](mailto:info@mihiepa.com)  
Phone: **0800 955 8860**  
Alt: **+44 (0) 161 214 4780**

Sports Director

Andy Etches  
Email: [andy.etches@mi-hiepa-scout.com](mailto:andy.etches@mi-hiepa-scout.com)  
LinkedIn: <https://www.linkedin.com/in/andyetches/>

Development Director

Adam Dickinson  
Email: [adam.dickinson@mi-hiepa-scout.com](mailto:adam.dickinson@mi-hiepa-scout.com)  
LinkedIn: <http://linkedin.com/in/adamski>



See the MHS Trailer via Youtube:  
<http://bit.ly/FootballVR>

MHS Mixed Reality Capture - [Click Here](#)

MHS MR Coach capture - [Click Here](#)

Blackpool Mixed Reality Edit - [Click Here](#)

MHS at Adidas Tango League - [Click Here](#)

MHS LFC World Mumbai - [Click Here](#)

MHS Twitter - [@MiHiepa](#)  
[#MiHiepa](#)  
[#stayonyourfeet](#)

# MHS - PRESS LINKS

PC Gamer Article - [Click Here](#)

Sky Sports News - [Click Here](#)

The Sun Article - [Click Here](#)

Wareable Article - [Click Here](#)

VR Fitnees Insider Article - [Click Here](#)

Techradar Article - [Click Here](#)

BBC News - <http://bit.ly/BBCClickVR>

BBC Click Episode

MHS feature starts at 05.17 - [Click Here](#)

Danny Webber @ Soccerex - [Click Here](#)

Training Ground Guru Article - [Click Here](#)

## **French Articles:**

Numerama Article - [Click Here](#)

Les Numeriques Article - [Click Here](#)

# MHS - LOGO



This is the primary logo.  
This is white and should sit over black.

PNG: Mi\_Hiepa\_Sport\_Logo\_W.png  
PNG: Mi\_Hiepa\_Sport\_Logo\_W\_CMYK.png



This is the secondary logo.  
This should be used when the logo is to be used on a white background.

PNG: Mi\_Hiepa\_Sport\_Logo\_B.png  
PNG: Mi\_Hiepa\_Sport\_Logo\_B\_CMYK.png

# MHS - LOGO



This white on black version is to be used over imagery or when it is sitting on a colour different to black or white.

PNG: Mi\_Hiepa\_Sport\_Logo\_W\_on\_B.png  
PNG: Mi\_Hiepa\_Sport\_Logo\_W\_on\_B\_CMYK.png



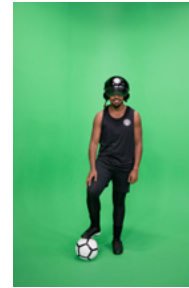
If you are losing the outline of the logo due to the back photo or colour being light, use the black on white version of the logo instead.

PNG: Mi\_Hiepa\_Sport\_Logo\_B\_on\_W.png  
PNG: Mi\_Hiepa\_Sport\_Logo\_B\_on\_W\_CMYK.png



# MHS - PRESS PHOTOGRAPHY

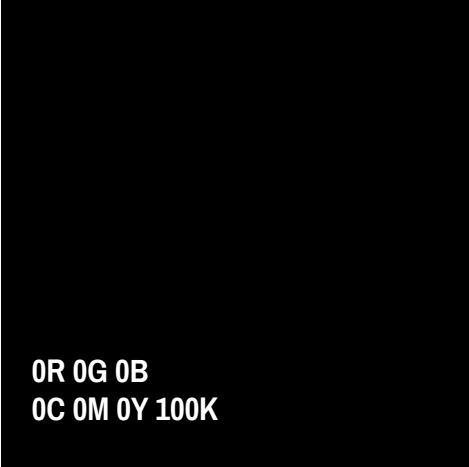
Download Press Images from on Desktop here: <http://bit.ly/MiHiepaPress>



# MHS - PRIMARY COLOURS



255R 225G 255B  
0C 0M 0Y 0K



0R 0G 0B  
0C 0M 0Y 100K





**Thank you.**

**Any questions please call us.**

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