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Press & Trade Contact

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Ball 2 Introduces Sensor Labs

Turning Physical Play into Real-Time STEM Learning

Lewisburg, Pennsylvania — Ball 2 today announced an expanded focus on STEM education with Sensor Labs, a core offering of its connected smart ball that enables students to explore real-world physics, math, and computer science concepts through live motion data captured during physical play.

Ball 2 is a soft, durable foam ball embedded with advanced motion sensors, including an accelerometer and gyroscope sampling at up to **800 times per second**. Through the Ball 2 app, Sensor Labs displays this data in real time, allowing students and educators to observe every toss, spin, shake, and catch as it happens. This makes the product well-suited for physics and engineering classrooms, STEM and robotics programs, makerspaces, physical education integration, and homeschool environments seeking experiential, data-driven learning tools.

Sensor Labs provides access to both **raw sensor data** and **modeled motion data**, including velocity, acceleration, rotation, and angular velocity. Learners can visualize how physical actions translate into measurable data and, for deeper analysis, export full datasets as CSV files for use in external tools such as spreadsheets, programming environments, or data science platforms. Students can investigate topics such as momentum, projectile motion, rotational dynamics, force, and energy using data they generate themselves.

“Sensor Labs was designed to connect theory to reality,” said Kevin Langdon, Co-Founder of Ball 2. “When students throw a ball and immediately see the data behind that motion, physics, math, and computer science stop being abstract. They become something students can test, question, and explore with their own hands.”

In addition to Sensor Labs, Ball 2 includes a conversational AI experience that can help guide inquiry, encourage experimentation, and support creative, open-ended learning. Educators and parents can frame activities around hypothesis testing, data interpretation, and computational thinking, while students remain engaged through physical activity and play.

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Ball 2 is designed and developed in the United States. While suitable for learners of all ages, Ball 2 strongly encourages educator and parent involvement anytime connected technology is used.

Ball 2 is available at www.ball2.ai with an **MSRP of \$69.00**. The platform supports inquiry-based instruction and aligns well with grant-funded initiatives focused on STEM engagement, data literacy, and hands-on learning.

See Ball 2 at Toy Fair 2026, from February 14-17, 2026 at the Javits Center in New York City. Booth 6847I.

Download the Ball 2 Press Kit at: <https://shop.ball2.ai/pages/press>