



FOR IMMEDIATE RELEASE

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The University of Cincinnati adding AI sports technology to basketball programs

Cincinnati, Ohio (July 25th, 2019) – PlaySight’s Smart AI and connected camera basketball technology is coming to the Cincinnati Bearcats Men’s and Women’s Basketball programs this offseason. Cincinnati is set to become the latest NCAA basketball program to add a SmartCourt to their practice facility, joining the likes of Wake Forest University, the University of Nevada-Reno, the University of Florida, the University of Oklahoma and the University of North Carolina. The Bearcats are the first American Athletic Conference (AAC) basketball team to partner with PlaySight.

With its technology, PlaySight turns sports facilities, gyms, fields, hockey rinks, pools and baseball diamonds ‘Smart’ by installing high-performance sports AI software and connected camera technology. Once set up, PlaySight-powered facilities provide student-athletes, coaches, teams and fans with automated HD broadcast live streaming and pro-level coaching and performance analysis tools, as well as instant replay and an on-demand video content platform to access, store, manage and share video, statistics and analytics.

Cincinnati Video Coordinator George Neilson is excited to get started with the technology heading into next season. “As a program here at Cincinnati, we are always looking for ways to create a competitive advantage for our team. Having the ability to review film in real-time, view film from multiple angles, and our players to have the ability to access film of themselves at any time, PlaySight clearly gives us an edge in both player, and program development.”

Video is a crucial element for collegiate basketball programs, and PlaySight enables both greater efficiency and performance with cutting-edge tracking software, multi-angle views and instant integration to sensors, wearables and tagging software. “Film is something that we rely on heavily in our program. We place a huge value on being able to review film with our team and create teaching opportunities whenever possible.”

Video coordinators and coaches – like **Neilson** – can now also spend more time coaching and on-court working with players instead of having to manually set up technology and capture practice film. “Prior to PlaySight, we captured practice with a typical camera, that was placed in a Scissor-Lift and elevated to around 15 feet above the practice floor with a manager or staff member recording and coding practice live.”

Top athletes, teams and leagues across all levels of sport are already training and playing with PlaySight’s Smart technology, including the NBA’s Golden State Warriors, Boston Celtics, Toronto Raptors and Dallas Mavericks, over 80 NCAA programs and the United States Tennis Association’s National Campus.

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About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is powering the next generation of athletes with its Smart sports AI and connected camera technology platform. PlaySight technology is helping athletes all over the world to improve – from the professional ranks through collegiate, high school and youth sports. Clients include the NBA's Toronto Raptors, Golden State Warriors and Boston Celtics, as well as Ohio State University, Duke University and over 80 other NCAA and NJCAA programs. PlaySight also works with leading federations and organizations, such as the United States Tennis Association's National Campus, Ripken Baseball and many more.

About the University of Cincinnati:

The University of Cincinnati offers students a balance of educational excellence and real-world experience. UC is a public research university with an enrollment of almost 46,000 students and has been named "Among the top tier of the Best National Universities," according to U.S. News & World Report.