



FOR IMMEDIATE RELEASE

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Auburn University adds PlaySight's Smart AI sports video technology to its basketball and volleyball facilities

AUBURN, AL (September 25th, 2019) – Auburn University is set to become the latest collegiate athletic program to add PlaySight's Smart AI and connected camera sports video technology to its facilities. Auburn's coaches and student-athletes will soon benefit from PlaySight's pro-level video and performance tools across basketball and volleyball, in both Auburn Arena and the school's practice facility. Auburn's tennis program has been utilizing PlaySight for a few seasons already, and many rival Southeastern Conference (SEC) athletic departments have already partnered with PlaySight, including the University of Alabama and University of Florida. Fresh off their first ever Final Four appearance earlier this year, Auburn's men's basketball program is looking to get a further edge with video and performance technology.

Auburn Video Coordinator Ian Borders shared what went into the decision to add PlaySight. "We were looking for a tracking system and also were very interested in finding a camera view that allowed us to watch from behind the play in a "first person" view. We felt like it would make the film work more 'game-like' for our players, which would heighten our film study."

Auburn plans to utilize PlaySight across both basketball and volleyball. "We plan on using PlaySight in a variety of ways. First will be to film practice and get the angles we want. We are using it with three sports (both basketball teams and volleyball) and its versatility and camera angle options allow us to do that. The ability to watch replay on the court to give instant feedback to our guys is critical too. The faster we can produce the playback, the more productive it will be in our players' learning. PlaySight gives us that capability," said Borders.

Specific to the men's basketball team, video is crucial, and **Borders expects PlaySight to help take their film study to the next level.** "Video plays a pivotal role in our sport, specifically under Coach Bruce Pearl. He studies film as much as any coach in the country and utilizes the practice and game film for teaching on a daily basis. The angles and features PlaySight delivered by PlaySight will allow him to take his teaching to the next level, and ultimately take our players' understanding of our principles and concepts to a new height."

"We're thrilled to bring our technology to more sports at Auburn," said **PlaySight's Matt Gibson.** "Fresh off a Final Four visit for the men's program and an NCAA tournament appearance for women's team, Auburn basketball has some serious momentum right now. We look forward to integrating our platform into the day-to-day operations of the basketball programs, and also adapting it to volleyball for Auburn's coaches and team as well."

With its technology, PlaySight turns high school sports facilities, gyms, fields, hockey rinks and pools 'Smart' by installing high-performance sports AI software and connected camera technology. Once set up, PlaySight's platform 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. PlaySight's flexible platform works across all high school sports, from tennis and squash to basketball, volleyball, football, lacrosse, hockey, swimming, wrestling and more.

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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 and Boston Celtics, as well as UCLA, USC, Cal, the Ohio State University, Duke University and over 80 other collegiate athletic programs. PlaySight also works with leading prep schools, sports federations and organizations, such as Choate Rosemary Hall, Brewster Academy, the United States Tennis Association's National Campus, Ripken Baseball, LakePoint Sports and more.

About Auburn University:

Auburn University has developed into one of the largest universities in the South, remaining in the educational forefront with its traditional blend of arts and applied science and changing with the needs of today while living with a respect for the traditions and spirit that are Auburn.