

PlaySight and the new BNXT league announce continued partnership for broadcasting, live streaming and performance technology

TEL AVIV, ISRAEL (November 30, 2021) – PlaySight Interactive (www.playsight.com), a leading global sports AI video technology platform, is pleased to share more today about its new partnership with the **BNXT League** (<https://bnxtleague.com>) an innovative new basketball league played in the Netherlands and Belgium, combining the organizations from the Belgian Pro Basketball League and the Dutch Basketball League. This past summer, the league also announced its own OTT streaming platform, powered by PlaySight and Vimeo: **BNXT.TV** (<https://www.bnxt.tv/>).

This three-year partnership includes PlaySight’s latest in video technology: Vmax.AI. This innovation was developed by PlaySight’s R&D team to boost any video frame rate in real time via artificial intelligence, enabling an enhanced broadcast quality and allowing its customers to overcome any bandwidth issues they may have.

PlaySight, which became the official automated broadcast production, live streaming, and performance technology partner of the Pro Basketball League back in November of 2018, has upgraded the new league’s technology platform by bringing its new 8K camera technology to venues across Belgium and the Netherlands. “It has been an exciting time for us these past few months, from creating a new and innovative basketball league to the announcement and debut of BNXT.TV, with the help of PlaySight,” **said Wim Van de Keere, the GM of the BNXT League.** “We have had a great relationship with PlaySight over the years and are proud to be their largest professional league partner across the world with this expanded agreement and technology integration.”

PlaySight’s industry-leading SmartTracker technology will be deployed to provide a professional-level broadcast experience with AI-powered and basketball-specific tracking algorithms without the need for a camera operator. PlaySight’s AI capabilities also enable the league to automate the production and distribution of its content through its OTT platform.

“We are thrilled to expand our relationship with Wim and the new BNXT League,” **said Chen Shachar, PlaySight’s Co-Founder and CEO.** “Our automated production technology platform was built with leagues like the BNXT in mind. We can bring affordable, high-quality, and proven live streaming and video capabilities to professional leagues across many sports and different levels, and the teams can also tap into our platform for video breakdowns, practice review and film study. We are particularly excited about the launch of BNXT.TV, which is delivering live and on demand games and content to fans of the league across the countries and world.”

About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is connecting sports all over the world. Its Smart sports AI video platform delivers a cutting-edge video experience across all levels of sport. Hundreds of thousands of athletes, coaches, colleges, teams and sports facilities utilize PlaySight each and every day for automated production live stream broadcasts, multi-angle video recording, performance analysis, content monetization and much more.

PlaySight technology powers entire leagues, is connected in over half of the NBA, and is used across the MLB, NHL, in over 100 NCAA athletic departments, and at leading sports organizations and facilities such as LakePoint Sports, IMG Academy, Ripken Baseball and the United States Tennis Association's National Campus.

About BNXT League:

The BNXT League is the new joint cross-border competition organized by the Belgian Pro Basketball League and the Dutch Basketball League counting a total of 21 teams over both countries. Its very first season kicked off in September of this year.