



FOR IMMEDIATE RELEASE

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Kansas tennis team adds PlaySight SmartCourt technology

TENAFLY, NEW JERSEY – PlaySight is excited to announce that the University of Kansas tennis team has recently added SmartCourt technology to its home tennis facility – the Jayhawk Tennis Center.

The Kansas tennis program joins over 40 other NCAA athletic programs powered by PlaySight technology, including North Carolina tennis and basketball, Purdue tennis and basketball, USC, Duke, Harvard, Oklahoma State, Princeton and more. PlaySight is also working closely with the Intercollegiate Tennis Association and shares the organization’s vision to raise the profile of college tennis. With its SmartCourt technology, PlaySight is helping college tennis teams to practice smarter, perform better, and engage with potential recruits, fans and alumni like never before.

SmartCourt technology includes on-court coaching and performance tools, automated analytics, video recording and HD live streaming for fans and alumni to tune in and watch all home duals and matches. In addition, every SmartCourt is connected to the PlaySight cloud, enabling coaches and players to connect to their tennis careers on their computers and phones.

“It’s fantastic for our players whose families and friends can’t watch them play in person now are able to watch our home matches,” Kansas head coach **Todd Chapman** said. “In addition, recruits are able to watch us play, former players and alumni are able to watch us play and just fans in general. From the live streaming standpoint, I think it’s a great opportunity for everyone.

“From the analytical standpoint with the two SmartCourts we have, the data we can retrieve and learn from is a great teaching and learning tool. It’s a system that’s much easier than what we’ve had in the past as far as breaking down the video. It allows a much faster and more streamlined approach as far as preparing the video to a point that our players can understand and learn from.”

PlaySight US GM **Yuval Bar Yosef** is excited about expanding the company’s college footprint. “PlaySight continues to grow its presence in college tennis, and we’re thrilled to be working with Kansas tennis. SmartCourts are helping players and coaches to win more and improve faster on court, increasing the level of focus and engagement in training sessions and matches.

“Additionally, the live streaming is giving tennis programs the ability to reach potential recruits, alumni and fans around the world.”

PlaySight has partnered with several current and former tennis stars and coaches, including Billie Jean King, Chris Evert, Pete Sampras, Novak Djokovic, Tommy Haas, Ana Ivanovic, Paul Annacone and Darren Cahill. PlaySight has also recently launched its PlayFair Challenge initiative, bringing video review and line calling technology to junior and collegiate tennis. Along with the ITA, successful PlayFair Challenge Dual matches at Virginia Tech and the University of Southern California took place in late February.

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For more information on PlaySight, visit <https://www.playsight.com/>

For more information on Kansas tennis, visit <http://www.kuathletics.com/index.aspx?path=wten>