



FOR IMMEDIATE RELEASE

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PlaySight powering player experience at the 2017 Odlum Brown VanOpen

Players will test their serve speed and accuracy with PlaySight's SmartCourt technology

VANCOUVER, CANADA (August 14th, 2017) – PlaySight, along with 2017 Odlum Brown VanOpen tournament organizers and the Hollyburn Country Club, announced today that its SmartCourt tennis technology will be used by some of the top men's and women's tennis players at this year's tournament during the **PlaySight Skills Challenge**, on the morning of Monday, August 14th.

Specifically, PlaySight's SmartCourt technology will be utilized for players to test their fastest serves and forehand accuracy. SmartCourt technology enables tennis players to gamify drills and training by selecting different goals and target zones on court.

"SmartCourt technology is installed at the BNP Paribas Open at Indian Wells and is used there by the top pros every year. There are also SmartCourts at the four Grand Slam locations, but this is the first time we have had a **PlaySight Skills Challenge** with players at a professional tennis event. Tennis Canada and Hollyburn have both been great partners for us and we're excited to join in the fun at the 2017 Odlum Brown Van Open," said Jeff Angus, PlaySight's Marketing Director.



SmartCourt technology gamifies tennis courts

On behalf of the top male and female score in the challenge, PlaySight and tournament organizers will be donating the prize money to [CLICK](#) (Contributing to Lives of Inner City Kids) and [Tennis BC's Girls in Action](#) outreach program.

PlaySight has had SmartCourt technology installed at Hollyburn Country Club since 2016, and it is used frequently by all club members, including top juniors, recreational league players and teaching pros. "PlaySight has been a lot of fun for our members to use in practices and competitive matches, and I know myself and our other teaching pros have enjoyed the SmartCourt analytics and video technology in our lessons," said Alex Korch, Director of Tennis at Hollyburn.

And PlaySight has been working with Tennis Canada since 2015, where the technology has been used across training centers in Vancouver, Calgary, Toronto and Montreal to help the next generation of young Canadian tennis talent to train smarter and improve faster on court. "I have been involved with PlaySight for many years, and was excited to help bring it to Tennis Canada back in 2015. I use it every day in my practices in Vancouver with the country's top young tennis players, and it has had a positive impact on my program and with Tennis Canada," said Oded Jacob, Head of High Performance Western Canada with Tennis Canada.

About PlaySight:

Founded in 2013 by Israeli military veterans, PlaySight is connecting the next generation of athletes on its global sports SmartCourt platform. The technology leverages on-field multiangle video and proprietary analytics and is powered by a cloud-based platform to enhance training and performance. PlaySight is also socializing sports and combining the physical and digital worlds of athletes within its video and analytics platform. With its system of cameras and algorithms, each SmartCourt records, streams and tracks everything that happens on court and delivers cutting-edge analysis and video tools to professional, collegiate and amateur athletes.

For more information: www.playsight.com

About Hollyburn Country Club

Situated mountainside, overlooking downtown Vancouver, on 42 acres of West Vancouver's renowned British Properties, sits Hollyburn Country Club. Having recently completed a \$15 million expansion, Hollyburn's facilities are unmatched and award winning. For members, the Club is a home away from home and a private hub for activity, sport, dining, entertainment, socialization and business. A place that brings a unique sense of belonging.

For more information: <http://www.hollyburn.org/>

About the Odlum Brown VanOpen:

The Odlum Brown VanOpen is Western Canada's largest and most celebrated tennis event. It offers an equal balance of \$200,000 USD in prize money for men and women, and provides players the opportunity to gain valuable world-ranking points on both the ATP and WTA Tours. It annually also attracts 140 international and professional players from over 45 countries. Eugenie Bouchard, Milos Raonic, Maria Sharapova, Johanna Konta, Andy Murray, Marion Bartoli, Vasek Pospisil, and Karolina Pliskova are among today's top stars who began their careers at the Odlum Brown VanOpen.

For more information: <http://vanopen.com/>