



FOR IMMEDIATE RELEASE

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## University of the Ozarks tennis team adds PlaySight

CLARKSVILLE, ARKANSAS (August 25, 2017) – Today, PlaySight – the company behind the cutting-edge SmartCourt sports technology – announced a new tennis installation with University of the Ozarks, a private university located in Clarksville, Arkansas. PlaySight SmartCourt technology will be installed for the Eagles tennis coaches and players to train and play on, giving them access to elite level sports video technology and analysis tools. Additionally, PlaySight’s live streaming capabilities will be installed on the eight new SmartCourts for alumni and fans to tune in and watch all home matches and duals.

Jimmy Clark, the Director of Athletics, is very excited to add PlaySight technology to the tennis program. “PlaySight will be a tremendous addition to our new courts. Collegiate athletes today are visual learners. Our athletes will be able to view the kiosk and make immediate adjustments to their game. This will allow our coaches to utilize fantastic technology to its fullest and help our athletes improve their games on a daily basis. PlaySight is state-of-the-art in the tennis industry and will have a positive impact on our program. With PlaySight, I think we will have one of the best, if not the best tennis facility in Arkansas.”

This has been a big off-season for the Eagles, as they also recently named Jeff Kutac as the new head coach for the men’s and women’s programs.

Selected in 2017 by Fast Company as one of the “10 Most Innovative Companies in Sport,” PlaySight’s technology leverages both multiangle video and proprietary analytics to improve on-court performance and connect the next generation of athletes. PlaySight technology is powering the leading tennis federations, academies, clubs and over 40 NCAA programs, as well as the USTA’s new National Campus and high-performance facility in Lake Nona, Florida. PlaySight is also working with top teams across several other sports including the 2015 and 2017 NBA Champion Golden State Warriors and the 2017 NCAA Champion North Carolina Tar Heels, and several top high schools across the nation.

“It’s exciting to add another college tennis program to the PlaySight family,” said PlaySight’s Josh Graves. “As a former collegiate tennis player, I know the importance of getting the most out of limited practice and training hours, and the impact that learning through video has on improvement and development as an athlete. It’s been great to see the impact that our technology is having on college tennis, for players, coaches, fans and families. With performance analytics, video replay, live streaming and PlayFair, we’re able to give programs access to technology that previously only the top pros and tournaments had.”

PlaySight technology will also give University of the Ozarks tennis program its own inside-out marketing channel with HD live streaming and professional content creation capabilities from many of its sports facilities and venues. “Our technology is focused on the athlete, giving them tools to improve faster and build their fan base and connect with friends and family,” said Yuval Bar Yosef, PlaySight’s US General Manager.

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**About PlaySight:**

Founded 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](http://www.playsight.com)

**About University of the Ozarks:**

University of the Ozarks continues to push boundaries, whether culturally (more than 10 percent of our students are from outside of the United States) or in leadership (Ozarks Outdoors offers students the opportunity to obtain leadership skills and personal confidence while experiencing the picturesque nature of Northwest Arkansas) or athletically (nearly 45 percent of the incoming freshman class plans to participate in intercollegiate athletics).

Your intellectual boundaries will be pushed, prodded, challenged and expanded by an amazing faculty from 33 academic disciplines who have been educated around the world, but choose to call Ozarks home. I hope you check us out. Visit campus and explore what it is like to be part of a University with 180 years of history.

For more information on University of the Ozarks: [www.ozarks.edu](http://www.ozarks.edu)