



FOR IMMEDIATE RELEASE

September 19th, 2017

The University of Texas Longhorns tennis programs adds PlaySight SmartCourts

AUSTIN, TEXAS (September 19th, 2017) – Today, PlaySight – the company behind the cutting-edge SmartCourt sports technology – announced a new college tennis installation with the University of Texas. PlaySight SmartCourts will be installed for the Longhorns 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 will enable HD broadcasting of all home matches from Austin for alumni and fans to tune in and follow along.

In addition to adding PlaySight, Texas is putting the finishing touches on a brand-new tennis facility. Michael Center, the Longhorns Men’s Tennis Head Coach, sees a lot of upside with the new technology. “We selected PlaySight to give our players the edge with such detailed information, and we can use it during practice and after matches. PlaySight will allow us to give our players the data they need to take them up a level.”

The broadcasting component is another reason why the Longhorns decided to add SmartCourts to their new home courts. “The streaming capabilities are second to none and our fans are going to love the picture and ability to follow our team. We could not be more excited about adding PlaySight to our new stadium.”

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 nearly 50 NCAA programs, as well as the USTA’s National Campus. 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 is an exciting day to add Texas tennis to the PlaySight network of schools,” 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. 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.”

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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

About University of Texas:

Like the state it calls home, The University of Texas at Austin is a bold, ambitious leader. Ranked among the biggest and best research universities in the country, UT Austin is home to more than 51,000 students and 3,000 teaching faculty. Together we are working to change the world through groundbreaking research and cutting-edge teaching and learning techniques. Here, tradition and innovation blend seamlessly to provide students with a robust collegiate experience. Amid the backdrop of Austin, Texas, a city recognized for its creative and entrepreneurial spirit, the university provides a place to explore countless opportunities for tomorrow's artists, scientists, athletes, doctors, entrepreneurs and engineers.

For more information on University of Texas: www.utexas.edu