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PlaySight to bring SmartCourt sports technology to Upward Star Sports

Spartanburg, SC (December 18, 2017) – Upward Star Sports is excited to announce the installation of PlaySight’s cutting-edge SmartCourt video and analytics sports technology to its facility for all athletes, coaches & parents to benefit from.

“As a leader in the recreation and sports industry, we want to serve our customers with the highest quality experience for their events,” Upward Star General Manager Doug Grote said. “Streaming tournaments, games, and matches allows us to be a leader in the industry while serving our customers.”

Selected in 2017 by Fast Company as one of the “10 Most Innovative Companies in Sport,” PlaySight is connecting the next generation of athletes on its global SmartCourt sports platform. The company has already dominated the tennis landscape, with over 50 NCAA programs using PlaySight (including the University of Florida, Harvard, Duke and Ohio State). PlaySight is also working with top athletes and teams across all sports, including 2017 NCAA basketball Champion UNC Tar Heels, the 2015 and 2017 NBA Champion Golden State Warriors, the Atlanta Hawks & more.

“Every part of our technology – from the on-court hardware to our software, app and off-court features – is geared towards improving the experience at leading facilities like Upward Star,” said PlaySight’s Erik Gormley. “As a former basketball player and coach, I know the power – both in terms of improvement and athlete enjoyment that PlaySight is bringing to young athletes and coaches across the country. It’s pretty cool to see kids get access to the same technology used by players like Steph Curry and Kevin Durant.”

PlaySight’s technology is a perfect match for Upward Star, and has something for everybody – from real-time video replay and analysis tools for coaching and officiating, to HD live streaming for parents and fan engagement, to after-action video tools for athletes to create, edit & share highlight clips with coaches and on social media.

The Upward Star Center offers over nine different sports and they plan on utilizing PlaySight in multiple capacities. “We will use it to not only stream tournaments, games, and matches, but it also can be used for coaches during practices to teach their players in real time video and instant replay. This will greatly enhance the development of players and teams,” said Grote.



About PlaySight:

PlaySight is connecting the next generation of athletes on its global sports SmartCourt platform. The technology leverages on-field multi-angle 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 Upward Star:

Upward Star Sports is passionate about using sports as an outlet to get our athletes to the next level on and off the court. The Upward Star Center is committed to giving back to its athletes as well as the surrounding community. Staff members and athletes alike are involved in numerous community events, charity organizations and schools. Upward Star continues to create, initiative and implement service projects and activities to assist, service and give back to our community.

For more information: www.upwardstarcenter.com