



FOR IMMEDIATE RELEASE

April 23, 2018

Bowdoin College adds PlaySight tennis technology to its home facilities

Brunswick, ME (April 23rd, 2018) – Bowdoin College is becoming the latest collegiate athletic program to add PlaySight’s Smart technology to its home tennis facilities. PlaySight technology is currently powering over 50 NCAA programs across all three divisions, including Harvard, Columbia, Dartmouth and Trinity College.

Tim Ryan, the Ashmead White Director of Athletics at Bowdoin College, expects PlaySight to benefit the tennis program both on and off of the court. “Our tennis programs are excited to utilize PlaySight’s technology to enhance the ways in which we coach our student-athletes on the court, and by the ways in which our students will be able to leverage PlaySight’s flexible platform to review practices and matches on their own schedule.”

“We are also thrilled to be able to provide webcasts, including score reporting, of our outdoor matches for our parents, alumni/ae and fans. The addition of PlaySight will be a considerable upgrade to our tennis facility and we look forward to partnering with PlaySight in the years ahead.”

The Polar Bears men’s and women’s tennis teams will get their first opportunity to use PlaySight in the coming days, and the team also expects to broadcast its home matches through PlaySight’s HD live streaming to their fans, family, friends and alumni around the country and world.

“As a tennis player, I know how important video review is for improvement in court positioning, shot selection, technique, and other areas of the game” said PlaySight’s Josh Graves, a former standout tennis player at Northwestern University. “I wish I had access to PlaySight’s SmartCourt platform as a student-athlete. My parents and family would have also loved the live streaming, allowing them to tune into my matches no matter where they were in the world. We couldn’t be more excited to bring these features to the Bowdoin tennis programs.”

PlaySight’s SmartCourt sports technology provides a wide number of tools and features to programs like Bowdoin College, including HD live streaming. The entire video capturing, recording and saving process becomes automated, enabling faster improvement and more efficient practice. Additionally, PlaySight is enabling closer connection between athletes and their fans, family and alumni – with live streaming, video highlights and social media content.

###

About PlaySight:

Selected in 2017 and 2018 by Fast Company as one of the “10 Most Innovative Companies in Sports,” PlaySight’s SmartCourt technology leverages both multiangle video and proprietary analytics to improve on-court performance and connect the next generation of athletes. SmartCourts are powering the leading federations, academies, clubs and nearly 50 NCAA programs across all three divisions.

PlaySight is also working with top high schools and professional teams across basketball, soccer and other sports including the 2015 and 2017 NBA Champion Golden State Warriors and the 2017 NCAA Basketball Champion North Carolina Tar Heels.

About Bowdoin College:

Bowdoin is an independent, nonsectarian, coeducational residential, undergraduate liberal arts institution founded in 1974. It is located in Brunswick, Maine, a town of 22,000 on the Maine coast. Study at Bowdoin leads to a bachelor of arts degree in one of over 40 departmental and interdisciplinary majors. Bowdoin enrolls approximately 1,700 students from across the country and around the world.

It is the mission of the College to engage students of uncommon promise in an intense full-time education of their minds, exploration of their creative faculties, and development of their social and leadership abilities in a four-year course of study and residence that concludes with a baccalaureate degree in the liberal arts.