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PlaySight USA General Manager

The future of College tennis
A practical guide to modern tennis technology
“Affordable and advanced video based technologies”
Market: federations, academies, colleges, tennis clubs and country clubs
Installed in ~300 courts around the world
US office in Tenafly NJ – North America
Headquarters in Israel
Privately owned
Investors include Novak D, Billie J.K, Dr. Loehr, and others
PlaySight: Market analysis

Pro

High Performance

Club Level

Recreational Players
<table>
<thead>
<tr>
<th>Feature</th>
<th>SmartCourt</th>
<th>LiveCourt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics – Stats, auto tagging, 3D shot spot, drills</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>On court feedback – replay, video, stats</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>On court Kiosk</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Cameras</td>
<td>5-10</td>
<td>1</td>
</tr>
<tr>
<td>Live Streaming with audio and score</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Video storage</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
INTRODUCING THE FIRST ALL-IN-ONE VIDEO & ANALYTICS SMARTCOURT

- SMARTCOURTS - CONNECTING COURTS TO THE INTERNET
- MULTI-ANGLE VIDEO REPLAY & LIVE STREAMING
- AUTOMATIC SHOT RECOGNITION AND TAGGING
- COMPREHENSIVE STATISTICS & ANALYTICS IN REAL TIME
- LINE CALLING AND CHALLENGES

• INSTANT FEEDBACK ON AND OFF COURT
• NO OPERATOR
• NO SETUP, ALWAYS READY

ITF Approved
After Action Review – Event based Analysis

- Instant auto tagged video
- Player’s Stats
- 3D Tactical Analysis
• Instant auto tagged video
• Player’s Stats
• 3D Tactical Analysis
On Court Analysis – Hit points

- Instant auto tagged video
- Player’s Stats
- 3D Tactical Analysis
After Action Review - Statistics

- Instant auto tagged video
- **Player’s Stats**
- 3D Tactical Analysis
• Get the most from your lesson, by keeping it!

• Audio recording from a microphone on the kiosk or on the App

• **Record debriefing:**
  • Press “Rec” button
  • Microphone records
  • Screen action captured
  • Available online- will red notification for any session containing a record coaching video

**Example**
• **Instant Replay Button**

• No more disputed points, just press Replay on the real time screen and watch the last rally video from different angles
Stroke practice Gamification - Drills Mode

Train with purpose
SmartCourt – feedback on and off the court
LiveCourt features

- Livestream HD and full HD quality video with embedded audio
- Unlimited viewers – No need to buy data packages or pay unknown fees
- Store and watch recorded practice and matches online
- Video player has a DVR capability of 4 hours for the viewers to be able to go back in time
- Customizable screen resolution
- Full scoreboard integration
- Slow motion and fast forward replay capabilities (25%-200%)
- Embed your logo on the live feed

Above:
Select resolution and playing speed on the video player
Online control room – control over the livestream to turn on or off any LiveCourt, any time, from anywhere. Click here for a video tutorial on how to manage your live streams within the administration account.
PlaySight Expertise: Design and Layout

- Optimal camera positioning
- Simple and clean software solutions
- Support for site preparation, design, hardware installation
- The ability to combine and customize with SmartCourts
- Indoor and outdoor facilities
- Engineering support and customization
• **Track, share and compare** your activities at [www.playsight.com](http://www.playsight.com)

• Access your videos, stats, and personal sports profile

• Watch and share an automatically generated [highlight clip](http://www.playsight.com) after every match or training

• Manage your video online by a calendar view

• Coach and scout remotely
Manage and Track Your Activities Online
Share Video with Coach, Family, and Friends
See how you stack up against players at your club, city, country, world, and more! Select what you want to compare, and how you want to compare it. Then, take a look at the competition and where it is coming from!
PlaySight Benefits for College Tennis

- Increase **fan engagement** and visibility (50,000 viewers during the 2015 NCAA’s)
- Recruitment tool for coaches and players
- Coaching tool: “Every ball counts”, “**train with purpose**”
- Players become smarter and more independent by using video and analytics
- College Tennis can lead the way with cutting edge tech – among all sports
- Remote coaching anywhere any time – App, online, streaming
- Add fun and excitement, social media, engagement
- Use Video replay in tournaments - **Challenges**
- “Hands free” video distribution
- Video management – store your video from every PlaySight session and App
- Upgrade old streaming hardware solutions to a clean software solution
- PlaySight as an academic “lab” for Computer science, Sports, physics, psychology, etc.
- Enhancement for summer camps
• **Hawk-Eye**: officiating only, complex & expensive: no mass market application yet

• **Manual Video Analysis tools**: Dartfish

• **Digital Racquets and bands** – Babolat, Sony, Zepp

• **Mobile Apps** - Coach’s Eye, Ubersense, PlaySight, IPhone

• **Hudl, Krossover** – Video storage and review, Manual tagging, coach – player communication
• Include your AD, IT, and Facilities early on, and find a “Go getter!”
• Learn the conference streaming rights issues – where will you be streaming?
• Understand the streaming requirements:
  – Resolution and frame rate
  – Embedded audio and video – in standard formats
  – Sensor type
  – Fixed angles
  – Scoreboard integration
  – Network
  – POE/IP security cameras work 24/7 and reliable
  – Unlimited viewers, data packages
  – Storing the streamed video, DVR, slow motion playback
  – Maintenance, warranty, support, outstanding costs
• Avoid Hardware solution from the security world – they do not work
• The “Pitch” to the donors
Future enhancements

- Broadcast level streaming with highlights and camera follow ups – low budget ESPN broadcast
- Integration to ball machines, HRM, racquet sensors, score boards
- New cameras
- Facilitating the hosting of ATP/WTA tournaments
- Officiating
- Video challenging calls
- UTR cooperation