



FOR IMMEDIATE RELEASE

NOVEMBER 5, 2018

PlaySight to become official broadcast, live streaming and performance technology of the Belgian Pro Basketball League

Brussels, Belgium (November 5th, 2018) – The Belgian Pro Basketball League (PBL) and PlaySight Interactive are announcing a groundbreaking basketball technology partnership today. The PBL is the organizer of the top professional league in Belgium, the EuroMillions Basketball League. PlaySight's SmartCourt technology will be installed in each team's arena across the league, bringing HD broadcast live streaming, video content for highlights and performance analysis tools for coaching and athletic performance all athletes and teams.

PlaySight's technology is powering numerous NBA organizations, including the Golden State Warriors and Toronto Raptors, several leading NCAA basketball programs, including the University of North Carolina and Wake Forest University, and several leading international clubs, including Alba Berlin in Germany and Joventut Badalona in Spain.

Wim Van de Keere, the General Manager of the Pro Basketball League, is excited to take his league to the next level with PlaySight technology. "We are very excited to work with PlaySight and install their technology in all of our arenas. SmartCourt technology will allow our teams and the league to produce all of our own basketball content, leading to an increase in the visibility of our league and sport with live stream broadcasts and video content for highlights. We feel PlaySight is the best partner for us at this moment and are proud to be the first league to carry their system in all of our venues."

In addition to the live streaming and video content provided by PlaySight, the technology will give the coaches and athletes access to the same practice technology enjoyed by NBA stars such as Stephen Curry and Kevin Durant.

"We're very excited to begin working with the Pro Basketball League. Our mission is very athlete-focused, but the SmartCourt provides several additional benefits to teams, leagues and fans. Our automated SmartTracker broadcast technology is changing how basketball is enjoyed and content is consumed," said PlaySight CEO Chen Shachar. "There is an insatiable hunger for sports content right now, and that is no different in Belgium where basketball is one of the most popular sports."

Rodney Rapson, PlaySight's Head of Europe, expects the technology to impact the league in many ways.

"It has been a privilege to work with Wim in bringing PlaySight to Belgium basketball. We knew we could help the league achieve their technology goals, particularly through automatic production, highlight packages, social media integration, coaching and VAR for replays. We cannot wait to get started."

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About PlaySight Interactive:

Selected in 2017 and 2018 by Fast Company as one of the 10 Most Innovative Companies in Sport, 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 athletes, teams and leagues across the world.

About the EuroMillions Basketball League:

The Pro Basketball League organizes the professional men's league in Belgian Basketball, the EuroMillions Basketball League. PBL is furthermore responsible for the organization of the Belgian Cup as from the Quarter Finals, the Supercup and the Belgian Basketball Awards. It aims to inspire young people and encourage active participation in basketball, mobilize families to attend basketball games and allow them to enjoy top spectacle and sports performances, and contribute to the national pride by stimulating top talent to aim for a spot on the National Team and Olympic delegations.