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## PlaySight Interactive and Crionet announce new automated production technology partnership in tennis

**Tel Aviv, Israel (May 23<sup>rd</sup>, 2019)** – PlaySight Interactive and Crionet are excited today to announce a new technology partnership in tennis. The two companies are joining forces to bring the next generation of video and data production to professional tennis events and tournaments around the world. PlaySight has built a global network of tennis SmartCourts, driven by AI software and connected camera technology, and Crionet is a high-technology media and broadcast production company in tennis and sports world.

This **new AI-driven broadcast technology platform** includes automated data collection in real-time, automated video production, ball and player tracking, video replay and much more. The goal is to bring an innovative viewing experience to all courts during tennis events and tournaments. Additionally, any court with PlaySight technology becomes a content and media channel with coaching, performance and VAR officiating tools that can be utilized beyond just the event or tournament itself.

Backed by leaders in the sport, including Billie Jean King, Ana Ivanovic, Novak Djokovic, Tommy Haas, Darren Cahill and Paul Annacone, and partnered with leading federations and academies globally, including the FFT in France, Tennis Australia, the DTB in Germany, Tennis Canada, and the USTA National Campus, PlaySight has democratized technology in the tennis world, and with this partnership it is now bringing back its innovations to the elite level, leveraging Crionet's experience producing tennis events and infusing that with its AI, software and connected camera technology. Moreover, Crionet's global presence, built up over the past 15 years, provides an enhanced level of operations in terms of logistics, distribution and expertise.

Founded in 2001, Crionet started to provide cutting-edge technology services for sport events in 2005. The current three business units – sports, media and solutions – operate for leagues, federations and events, providing technology services for stadium content, fan engagement, a digital asset management platform and flexible broadcasting solutions. With its global presence in Europe, Asia and the Americas, Crionet has proven it can quickly scale technical operations successfully. More recently, Crionet has achieved great results with the development of a new broadcast technology called UNOTouch, a complete portable Broadcasting and IP delivery and streaming studio with a single-person operation of camera switching, audio, graphics, and replay.

"We have been working with Crionet for some time now and have continually been impressed with their expertise and quality of work," said PlaySight CEO Chen Shachar. "As an organization, we have strong alignment with them in terms of how we view the future of sport. Continuing to innovate and move the needle forward with automated and affordable technology, to bring the very best experience for fans and spectators to all courts and all events. We look forward to seeing what Crionet's skilled team can do with our AI sports technology."

"I'm really excited to announce this partnership with PlaySight for many reasons. It is natural for us to join our strengths and our business ideas, and we both know that this is just the starting point of a powerful cooperation. Our teams are already working closely together to bring innovations to the world of sport and media," said Giorgio Garcia-Agreda, Crionet CEO and Microsoft MVP.

Gaetano Guarino, Crionet CCO stated that "artificial intelligence within the service of sports broadcasting is now a reality if you know how to apply it, and this is what PlaySight does. Fans consume media content from any device and thanks to this partnership we will be able to make the hard work of tennis federations and tournaments easier and more cost-effective in creating and transmitting live events with over-the-top technology and quality."



**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 AI, video and proprietary analytics to improve performance and connect the next generation of athletes with their coaches, fans, friends, family and community. PlaySight's connected camera technology is powering the leading athletes, teams and leagues across the world, including the Golden State Warriors, Ripken Baseball, the United States Tennis Association's National Campus and over 70 NCAA programs.

**About Crionet:**

Founded in 2001, Crionet has been involved in major sport events since 2003, working side by side with media and hi-tech companies, sport organizations and federations always focused on integrating digital solutions. Crionet currently provides technology and innovation in 300+ sport events per year.