



FOR IMMEDIATE RELEASE

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## **Pomfret School becomes latest prep school to add PlaySight's Smart sports AI and connected camera technology**

**Pomfret, Connecticut (June 7, 2019)** – PlaySight's Smart sports technology is coming to the Pomfret School this summer, as the Griffins become the latest New England Preparatory School Athletic Council (NEPSAC) program to add PlaySight. The school's coaches and student-athletes will soon benefit from PlaySight's pro-level video and performance tools, and the school's student body, family, parents and alumni will be able to follow along with live streaming and automated production broadcasts. Pomfret joins a number of other NEPSAC programs with PlaySight, including Trinity-Pawling, Brewster Academy, Choate Rosemary Hall and the Hotchkiss School.

With its technology, PlaySight turns sports facilities, gyms, fields, hockey rinks, pools and baseball diamonds 'Smart' by installing high-performance sports AI software and connected camera technology. Once set up, PlaySight-powered facilities provide student-athletes, coaches, teams and fans with automated HD broadcast live streaming and pro-level coaching and performance analysis tools, as well as instant replay and an on-demand video content platform to access, store, manage and share video, statistics and analytics.

The ease of use and automated capabilities of PlaySight are a major reason why so many NEPSAC programs are embracing the technology and adding it throughout their campuses. "We are really excited about our new partnership with PlaySight," said **Garry Dow, Director of Communications at Pomfret School**. "Because we are a boarding school, most of our parents cannot physically be here to attend games. At the same time, we only have so much capacity to stream games on our own. Bringing PlaySight into the fold was an easy decision for us to make. Their automated system takes the pressure off of our staff and creates a high-quality streaming experience for our parents."

"We value our strong partnership with the NEPSAC and many of its leading institutions," said **PlaySight Sales Manager Matt Gibson**. "We're now entering our third year of working together with many NEPSAC schools, and it's been great to see how our technology has been picked up by coaches, student-athletes and school communities as a whole. It's also exciting to see how our new innovations and upgrades continue to be geared towards the high school and prep school markets. We want to help these programs achieve their goals – whether that is recruiting, stronger alumni engagement, helping student-athletes reach the next level, or better practice and game performance for their teams."

Top athletes, teams and leagues across all levels of sport are already training and playing with PlaySight's Smart technology, including the NBA's Golden State Warriors, Boston Celtics, Toronto Raptors and Dallas Mavericks, several leading NCAA basketball programs, including the University of North Carolina and Wake Forest University, the United States Tennis Association's National Campus, and over 70 other NCAA programs across tennis and other sports, including Harvard, Columbia, USC, Ohio State and Duke University.

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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 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 Pomfret School:**

Founded in 1894, Pomfret is an independent, coeducational, college preparatory boarding and day school located in Pomfret, Connecticut. A member of the New England Preparatory School Athletic Council, Pomfret routinely competes against the best prep schools in the region. In recent years, we have brought home several New England championships, most notably in hockey and volleyball. We have also produced a number of graduates who have reached incredible heights, including Olympic rower Felice Mueller '08 and NHL hockey player Brian Flynn '07.