



FOR IMMEDIATE RELEASE

July 31, 2019

## **Baldwin Wallace University is latest Division III program to add PlaySight's sports AI and connected camera technology to its athletics program**

**Berea, Ohio (July 31<sup>st</sup>, 2019)** – PlaySight's Smart AI and connected camera sports technology is coming to the Baldwin Wallace University athletic program this summer. The Yellow Jackets compete in the Ohio Athletic Conference (Division III) and are joining over 80 other NCAA programs that train, practice and play on Smart gyms, fields, rinks and sports facilities powered by PlaySight. Within Division III, PlaySight also works with CMS, Trinity College, Bowdoin, Colby and Carnegie Mellon.

With its technology, PlaySight turns sports facilities, gyms, courts, fields, rinks, pools and pools 'Smart' by installing high-performance sports AI and connected camera technology. 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 Yellow Jackets plan to utilize PlaySight across several sports, including basketball and volleyball. "We are excited to partner with PlaySight to enhance our team evaluation and performance," said **Athletic Director Kris Diaz**. "The ability to utilize PlaySight for games and daily practice will be an added benefit to our teams, coaches and players. The value of streaming video production technology will be a benefit to our alumni, fans and Yellow Jacket supporters across the country."

Team performance, athlete improvement, coaching efficiency and broadcast production are a few of the reasons why schools are investing in sports video technology right now. "PlaySight will give our alumni, fans and future student-athletes the opportunity to watch each of our home contests with the latest technology," said **Sports and Media Information Director Jeff Miller**.

"PlaySight will be a valuable tool in our gym on a daily basis," said **Volleyball Head Coach Kacie Ehinger**. "Having immediate video playback during drills will be beneficial for the development of our student athletes."

"Video is huge for our program," stated **Head Women's Basketball Coach Cheri Harrer**. "We videotape all of our early season practices but do it less during the season with our game footage. Now with PlaySight, we plan to use more practice video since we don't have to set up a camera each day."

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, over 80 NCAA programs and the United States Tennis Association's National Campus.

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**About PlaySight Interactive:**

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is powering the next generation of athletes with its Smart sports AI and connected camera technology platform. PlaySight technology is helping athletes all over the world to improve – from the professional ranks through collegiate, high school and youth sports. Clients include the NBA's Toronto Raptors, Golden State Warriors and Boston Celtics, as well as Ohio State University, Duke University and over 80 other NCAA and NJCAA programs. PlaySight also works with leading federations and organizations, such as the United States Tennis Association's National Campus, Ripken Baseball and many more.

**About Baldwin Wallace University:**

Baldwin Wallace University is an independent, liberal arts & sciences university located in Berea, Ohio, offering bachelor's and master's degrees, certificates and professional education programs.

Baldwin Wallace University is an academic community committed to the liberal arts and sciences as the foundation for lifelong learning. The University fulfills this mission through a rigorous academic program that is characterized by excellence in teaching and learning within a challenging, supportive environment that enhances students' intellectual and spiritual growth. Baldwin Wallace assists students in their preparation to become contributing, compassionate citizens of an increasingly global society and encourages their pursuit of personal and professional excellence.