FOR IMMEDIATE RELEASE

Carleton Ravens basketball adding PlaySight’s Smart sports AI technology

Ottawa, Ontario (July 26th, 2019) – Carleton University is the latest U SPORTS program to add PlaySight technology, joining other leading Canadian schools such as Acadia University, McGill University and the University of Saskatchewan that train and play with SmartCourt technology. Ravens coaches and student-athletes will have access to the SmartCourt platform this coming season, which includes automated SmartTracker technology for practices and games, a multi-angle video platform for real-time and after-action analysis, and a full suite of video breakdown tools for both coaches and student-athletes.

This is the same technology used by the 2019 NBA Champion Toronto Raptors, Tennis Canada, and several other leading teams and academies across Canada. Carleton’s men’s basketball program is one of the most prolific dynasties in modern sports history, having won 14 of the last 17 national championships, more than any top program in Canada or the United States. Between 2003 and 2006, the team won an incredible 87 consecutive games, including 54 straight wins on their home court.

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.

“We are thrilled to partner with Carleton University, one of North America’s elite basketball programs,” said PlaySight’s Simon Farine. “We share the goal to enhance their video for coaching and student-athlete development, to make their time on court more efficient and effective, and to add value to their overall program as the Ravens continue to set the standard for basketball across U SPORTS and Canada.”

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About PlaySight Interactive:

PlaySight’s Smart sports AI and connected camera technology is creating the future of sports. Twice selected by Fast Company as one of the 10 Most Innovative Companies in Sport, PlaySight is providing the platform needed for today’s athlete, coach, team, league and federation. With live streaming, automated production, coaching and performance analysis tools, PlaySight is powering the entire ecosystem of sport. Clients include the 2019 NBA Champion Toronto Raptors, Golden State Warriors, Boston Celtics, Ripken Baseball, the United States Tennis Association’s National Campus and over 80 NCAA programs.

About Carleton University:

Situated on unceded Algonquin territory beside the historic Rideau Canal, an official UNESCO World Heritage Site, Carleton University was founded by the community in 1942 to meet the needs of veterans returning from the Second World War. Students, staff, faculty and visitors to Carleton University can take advantage of what Ottawa has to offer all year around: the arts, the outdoors, professional sports, and an exciting, vibrant night life and a strong sense of community. Carleton University is close to Canada’s majestic Parliament Buildings, the bustling Byward Market, and the beautiful Gatineau Park.