



FOR IMMEDIATE RELEASE

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PlaySight's Smart AI and connected camera basketball technology coming to Loyola Marymount University

Los Angeles, California (July 29th, 2019) – PlaySight's Smart AI and connected camera basketball technology is coming to the Loyola Marymount University Men's and Women's Basketball programs this offseason. LMU is set to become the latest NCAA basketball program to add a SmartCourt to their facility, joining the likes of Wake Forest University, the University of Nevada-Reno, the University of Florida, the University of Cincinnati, the University of Oklahoma and the University of North Carolina.

With its technology, PlaySight turns gyms, fields, courts, rinks, pools and sports facilities '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.

Brannon Hays, the Men's Basketball Assistant Coach at LMU, believes that PlaySight will give his team an edge in practice and performance in the competitive world of college hoops. "We are investing in PlaySight because we want to leverage the best video technology to lead our player development and coaching initiatives. As a program, we strive for consistent improvement and PlaySight's system will provide value to our staff and athletes on a daily basis."

LMU basketball competes in the West Coast Conference (WCC) and has won the Conference Championship twice in its history. LMU has also made five March Madness appearances and has seen 15 of its alumni get drafted into the NBA over the years.

"We cannot wait to get started on this new partnership with LMU and its basketball programs," said PlaySight Director Matt Brown. "Technology is changing collegiate athletics and our Smart sports platform is having a real and measurable impact on both practice habits and coaching efficiency for schools across the country."

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. Within the state of California, PlaySight works with leading high schools such as Sierra Canyon and Oaks Christian, and college programs at USC, Cal-Berkeley, UCLA and CMS.



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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 Loyola Marymount University:

Founded in 1911, LMU is a top-ranked Catholic university rooted in the Jesuit and Marymount traditions. We are committed to fostering a diverse academic community rich in opportunities for intellectual engagement and real-world experience. We enroll an academically ambitious, multicultural, and socioeconomically diverse student body. We recruit, retain and support a diverse faculty committed to excellence in teaching, research, scholarship and creativity.