



FOR IMMEDIATE RELEASE

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Grand Rapids Racquet & Fitness becomes latest tennis club to adopt PlaySight SmartCourt technology

Grand Rapids, MI (September 6th, 2019) – The Grand Rapids Racquet & Fitness Club (GRRF) is set to become the latest tennis club to add PlaySight’s AI and connected camera SmartCourt tennis technology. GRRF, the eight-court epicenter of junior tennis in Western Michigan, has brought national-level tennis instruction to Grand Rapids and Western Michigan and expects PlaySight’s technology to take that instruction and member experience to another level.

Home of the "Wolfpack," a renowned Midwest tennis youth program that boasts top national and international junior players, GRRF was salvaged and rebranded two years ago by a team of caring coaches. GRRF coaches work with all levels of adult tennis but have a special passion for youth tennis. The facility hosts numerous national, sectional and local junior tournaments and also serves as a host venue for local high schools and colleges.

With its technology, PlaySight turns sports facilities, gyms, fields, hockey rinks and tennis courts ‘Smart’ installing high-performance sports AI software and connected camera technology. Once set up, PlaySight-powered facilities provide tennis players and coaches with video and analytics technology for performance, improvement, live stream broadcasts and more. PlaySight is also bringing its PlayFair video challenge replay platform to GRRF, enabling video review line call challenges for tournaments and matches hosted at the facility.

Tom Walker, GRRF Director of Tennis Operations, talked about why the club decided to make the technology investment. “Now is the time to harness available technology to accelerate player development and understanding. By wiring all of our courts with PlaySight’s SmartCourt tennis technology, we are taking our program and tennis instruction into the future.”

PlayFair, PlaySight’s video replay system for tennis matches, was recently approved and adopted by the Intercollegiate Tennis Association, and GRRF looks to be a leader in the tennis club space with the same technology. “Cheating is an epidemic in junior tennis because of a lack of reinforced accountability. Even individually officiated courts can fall victim to perceived passion or prejudice,” said Walker. “PlayFair technology champions accountability while eliminating the anonymity of poor sportsmanship. This positive pressure reinforces the habits and ideology of fair play. No matter your age or level... fair play is fun play.”

Both PlaySight and the GRRF believe that PlayFair will have a positive impact on junior tennis. “PlayFair can instill a proper code of conduct for competitive junior players, as its implementation decreases the impulse to choose the advantageous call over what is correct. Such reinforcement strengthens the young athlete’s character over those who would sacrifice it for a single result. The result is a fair and fun competition and we’re excited to lead the way,” said Walker.

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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 Grand Rapids Racquet and Fitness:

GR Racquet + Fitness brings together athletes ready to chase their goals.

We have a strong reputation as a premier tennis club that develops champion level athletes reaching for the highest levels of success. Our courts and facilities are newly renovated to match the top caliber of tennis played here; they are the best in Grand Rapids and beyond. Off the tennis courts, we are also home to members that come in for our growing community of body builders, pickleball enthusiasts, and racquetball lovers. We offer group classes each week that include opportunities for HIIT workouts, yoga, cycling, and Silver Sneakers. Although our members explore different sports, they all value the physical benefits fitness provides. Our personal trainers work with competitive tennis players alongside body builders. You decide what your fitness goals are, and we help you meet them.