



FOR IMMEDIATE RELEASE

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## Santa Margarita Becomes the First SmartSchool in California by Adopting PlaySight's Sports AI and Connected Camera Video Technology

**Rancho Santa Margarita, CA (SEPTEMBER 23, 2019)** – Santa Margarita Catholic High School is set to become the first connected SmartSchool in the state of California, as the Eagles athletic program is adding PlaySight's AI sports technology across several sports and facilities on its school campus. Santa Margarita's athletic 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 tune in and follow the Eagles through PlaySight's live streaming and automated production capabilities. Santa Margarita joins leading high school programs powered by PlaySight all over the nation, including Sierra Canyon, Brewster Academy, Trinity-Pawling and Choate Rosemary Hall.

Home of the Eagles, Santa Margarita's athletic program includes 14 sports with 25 CIF-sanctioned teams. SMCHS also offers club sports including ice hockey, roller hockey, equestrian and surfing. The Eagles boast an impressive athletic history with 53 CIF Player of the Year Award Winners, 71 CIF championships, 217 league championships and 8 state championships.

With its technology, PlaySight turns high school sports facilities, gyms, fields, hockey rinks and pools 'Smart' by installing high-performance sports AI software and connected camera technology. Once set up, PlaySight's platform 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. PlaySight's flexible platform works across all high school sports, from tennis and squash to basketball, volleyball, football, lacrosse, hockey, swimming, wrestling and more.

"The ability to offer instantaneous visual feedback is a huge advantage for our coaches and athletes," said **Athletic Director Annie Mai-Garrett ('04)**. "PlaySight's capabilities will play a pivotal role in improving the processes of skill development via visual break down of practice and game film and will elevate our ability to assist student-athletes in the college recruitment process."

As mentioned above, Santa Margarita is adding PlaySight across several of its sports and facilities, including baseball and lacrosse. "Integrating PlaySight into our program will enhance our ability to teach our student-athletes," said **Baseball Head Coach Chris Malec**. "Using this pro-level video system allows our players to see their swings and movements on the fly, allowing them to make adjustments and improvements that much quicker."

"PlaySight technology will take our team to the next level by allowing us to replay and teach with video throughout practices and games," said **Girls Lacrosse Head Coach Katie McHugh**. "Utilizing this system also gives our players the ability to make highlight reels for their future recruiting."

Top athletes, teams and leagues across all levels of sport are already training and playing with PlaySight's Smart technology, including the NBA's Boston Celtics, Toronto Raptors and Dallas Mavericks, over 80 leading NCAA athletic programs, including UCLA, USC and Cal Berkeley, Ripken Baseball, LakePoint Sports 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 and Boston Celtics, as well as UCLA, USC, Cal, the Ohio State University, Duke University and over 80 other collegiate athletic programs. PlaySight also works with leading prep schools, sports federations and organizations, such as Choate Rosemary Hall, Brewster Academy, the United States Tennis Association's National Campus, Ripken Baseball, LakePoint Sports and more.

**About Santa Margarita:**

Santa Margarita Catholic High School seeks to bring the nurturing charism of Caritas Christi – the love of Christ – to its community of faith and learning. Centered in this charism, SMCHS work jointly with parents to provide an educational experience that incorporates:

- Religious and spiritual formation
- Intellectual and academic development
- Physical and personal growth
- Social awareness and moral development