



Emmanuel College Athletics

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Emmanuel Athletics Announces Streaming Partnership with PlaySight

BOSTON, Mass. – The Emmanuel College Athletic Department is excited to announce its agreement to a four-year partnership with PlaySight for both indoor and outdoor live streaming and automated production broadcasts. PlaySight is a global sports company connecting the next generation of athletes, coaches, teams, leagues and sports facilities with the latest in video and analytics technology, powered by AI and machine learning.

PlaySight's AI and connected camera technology will allow the Emmanuel Athletic Department to stream any athletic event, allowing families, friends and fans of every program a chance to follow along with the Saints from home.

The department had a chance to catch up with Women's Basketball Head Coach Andy Yosinoff and Men's Basketball Head Coach Danny Lawson on the addition of PlaySight for the Saints as both were integral parts of finalizing the partnership.

Why did your program decide to invest in PlaySight?

Coach Yosinoff - We wanted to invest in PlaySight because the technology it provides is on the cutting edge of player development in the sport of basketball, as well as many other sports. As in any program, we want to put our players and team development first, and we believe PlaySight can really help us maximize this. Throughout the process we found that PlaySight provides an excellent product, service and sports specific technology that is continuously being developed and improved. Play Sight will help our program and athletic department in a variety of ways.

How do you anticipate using PlaySight?

Coach Lawson - We use film and film study on a daily basis in our program to both help our team collectively, as well as help each individual reach their potential as a player. We will use PlaySight's platform to assist in achieving this through practice film, game film, and individual instruction. We believe this will give our coaches even more avenues to study film, and how to best present it to our student athletes. We want to always explore new ways to help enhance our program's performance.

How do you plan to use Live Streaming?

Coach Yosinoff - We plan to use the high quality, seamless live streaming that PlaySight provides to give our alumni, parents, friends and family a great viewing experience when they cannot attend in person. Additionally, the editing and production capabilities it provides will allow us to integrate film and highlights for use in recruiting as well.

Before PlaySight, how did the team typically capture/record practice video?

Coach Lawson - We previously recorded practice and game film from a digital camera onto a laptop and uploaded it into Synergy and Google Drive. As you can imagine, we needed a manager present every day to accomplish this.