

FOR IMMEDIATE RELEASE

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Woodberry Forest School becomes latest ‘SmartSchool’ by adding PlaySight’s Smart AI sports video technology to its campus

Woodberry Forest, VA (October 9, 2019) – Woodberry Forest School (WFS) is set to become the latest prep school to add PlaySight’s Smart AI and connected camera sports video technology to its athletic facilities and campus. The Tigers 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 along through PlaySight’s live streaming and automated broadcast production capabilities. WFS joins leading high school programs powered by PlaySight across the nation, including Santa Margarita, Brewster Academy, Trinity-Pawling and Choate Rosemary Hall.

Athletic Director Matt Blundin shared what adding PlaySight means to Woodberry Forest. “We have students from all regions of the United States and the world. We realize that our students, now more than ever, are in regular contact with their families and friends via technology. The one area in which we are emerging as a school is in our ability to share athletic events with our families in real-time. Our student-run broadcasting system, WFSPN, provides a robust menu of games via audio channels on the internet and a few through streaming. We chose PlaySight to give us the video access not only for families to watch their sons, nephews, brothers, and grandsons compete in athletics, but also to give prospective families an inside view of our athletic programs.”

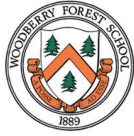
Alumni engagement is another reason why many top high school and prep programs are going with PlaySight. “Our audience of families, alumni and potential students will benefit greatly from our agreement with PlaySight,” said **Blundin**. “We have an amazingly dedicated alumni community who already support Woodberry with an unmatched passion. Access to live games will only strengthen alumni ties to their alma mater.”

WFS is a boarding school, and the ability to connect students to their parents, friends, family and homes was also a factor in this technology investment. “We believe that PlaySight will also play an important role in our families’ experiences for the four years their sons are left in our care. Choosing a boarding school is an extremely personal and important process. Each detail a school can connect families to the mission of the school only makes that decision more personal and meaningful. We believe PlaySight will add real value to that decision-making process as it will afford families the opportunity to see our mission in action,” stated **Blundin**.

“Woodberry Forest is going to be a great school partner for us,” said **PlaySight’s Erik Gormley**. “The school will get several benefits from our platform, in both performance across several sports and community and family engagement. It’s becoming an expectation that these top prep schools and athletic programs have video technology and live stream broadcasts.”

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.

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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 Woodberry Forest School:

Woodberry Forest is proud to be one of the finest all-boys schools in the country. We're a 100 percent boarding school, with every student and more than 95 percent of faculty living on campus. Woodberry's curriculum is based in the prep school tradition, creating a school for boys that prepares students in grades nine through twelve for their future. Come visit us to see how an all-boys, all-boarding community set on a 1,200-acre campus helps boys prepare for their future.