



FOR IMMEDIATE RELEASE

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## Beaver Country Day School becomes latest 'SmartSchool' by adding PlaySight's Smart AI sports video technology to athletics program

**Chestnut Hill, MA (November 14, 2019) – Beaver Country Day School** 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. Beaver coaches and student-athletes will soon benefit from pro-level video and performance tools, and all students, parents and alumni will be able to tune in and follow the school's athletics with live streaming, automated broadcast production and on demand video, powered by PlaySight's OTT sports network. Beaver Country Day joins leading high school programs *powered by PlaySight* across the country, including **Woodberry Forest School, Santa Margarita, Brewster Academy, Trinity-Pawling and Choate Rosemary Hall.**

Beaver competes in the Eastern Independent League (EIL) against Bancroft, Berwick, Chapel Hill, Concord Academy, Dana Hall, Landmark, Lexington Christian, Newton Country Day, Pingree, Portsmouth Abbey, and Winsor. The varsity teams also compete against non-league opponents such as Thayer, BB&N, Brooks, Noble and Greenough, Rivers, Wheeler, and St. Marks.

"We think this is going to be incredibly useful for our coaches, kids and parents. It should serve as a great marketing and recruiting tool that shows Beaver is serious about improving the quality of our athletic programs," said **Alex Gould, the Associate Director of Athletics and Head Coach of Girls Varsity Soccer.** "We are really excited about the live streaming as well. Our families are going to love this new option."

PlaySight represents a big improvement when it comes to video capture and technology for the school. "Right now, we use contracted companies to film a few games per season, and even have student managers film games," said **Gould.** "The quality and quantity are inconsistent, and it really varies per coach and sport. I'd love to continue to increase the use of video as it is an invaluable teaching tool for our coaches and players."

"We're excited to support Beaver Athletics – and the school in general – with our high school sports video platform," said **PlaySight's Matt Gibson.** "No school uses PlaySight exactly the same way, but the use cases are similar: to create stronger alumni and family connections, help athletes reach the next level, recruit better, and ultimately improve faster and perform better."

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 sports 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 Beaver Country Day School:**

Beaver strives to expand the nature of school for students and teachers. Deeply committed to individual student success in an actively collaborative environment, our teachers challenge students to:

- Identify and build upon their strengths.
- Engage with real-world challenges and questions both within and outside the classroom.
- Act effectively within a diverse cultural and social framework.