

NOVEMBER 20, 2019

## PlaySight and the Israeli Volleyball Association announce new technology and automatic production partnership

**Tel Aviv, Israel (November 20<sup>th</sup>, 2019)** – PlaySight Interactive, a leading global sports technology and AI company, is pleased today to announce a new partnership with the Israeli Volleyball Association. PlaySight’s Smart AI and connected camera technology platform is powering leading volleyball teams, colleges and organizations globally, and this new partnership will bring the same pro-level analysis tools and automated production broadcast technology to the Israeli Volleyball Association for the first time.

The Association has the goal of making volleyball the leading sport in Israel through the development of suitable infrastructure, a ‘sport for all’ focus, promoting the grassroots level and achieving meaningful and sustainable success at an international level.

“We are pleased and proud to launch this new partnership alongside our league teams,” said **Yaniv Noyman, General Director of the Israeli Volleyball Association**. “With PlaySight, this marks the first time that we will be able to live stream and broadcast our matches, and we’re excited to be giving our clubs a technology platform with pro-level coaching tools that will improve in their on-court development. Additionally, PlaySight will enable more content monetization opportunities for our clubs and will help to engage and motivate the next generation of volleyball players in Israel.”

The Association plans to launch its own broadcast channel, powered by PlaySight technology. “By the end of the year, we will be setting up ‘Israel Volleyball Evening,’ broadcasting action from most of our league’s venues and allowing our fans across the country and world to watch live broadcasts from all games,” **Noyman** continued. “Our coaches are also excited about adding real-time video technology through PlaySight, so that they can analyze and improve instantly, just like the top athletes and leagues across the world.”

“Technology has the potential to help grow sport through both participation and development,” said **PlaySight CEO and Co-Founder Chen Shachar**. “We share the Israeli Volleyball Association’s vision to use innovation and technology to reach more fans, improve its product and ultimately help the sport grow at both the grassroots and elite levels within the country.”

“We look forward to helping raise the visibility and performance of Israeli volleyball,” said **PlaySight’s Dror Briger**. “The same live streaming and performance video technology used by the best athletes and teams in the world will now be accessible by coaches and volleyball players across the country.”

With its technology, PlaySight turns sports facilities, gyms, fields, hockey rinks and pools ‘Smart’ by installing high-performance sports AI software and connected camera technology. PlaySight-powered facilities provide athletes, coaches, teams, parents 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 sports, from tennis and squash to basketball, volleyball, football, lacrosse, hockey, swimming 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, 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 the Israeli Volleyball Federation:**

The Israeli Volleyball Association (IVA) is a nonprofit organization that manages two Olympic sports – indoor and beach volleyball. With more than 5000 registered players playing at 80 clubs across the country, beach volleyball takes place all over Israel and the IVA provides support to thousands of teams, creating new sport communities. The IVA youth academy for sport excellence has operated for the past 10 years, with the goal to promote the next generation of Israeli volleyball.