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After successful first year, PlaySight and the Israeli Volleyball Association expand Smart Video AI and automated production partnership

The Israeli Volleyball Association wants to bring the technology to more clubs as it presses forward with the goal of making volleyball the leading sport in Israel

TEL AVIV, ISRAEL (November 30th, 2020) – Exactly one year since their initial partnership, PlaySight Interactive and the Israeli Volleyball Association expand their relationship to bring Smart AI and connected camera technology to more volleyball clubs in Israel. PlaySight’s platform, which already powers leading volleyball teams, colleges and organizations globally, will bring its proven pro-level analysis tools and automated production broadcast technology to help raise public awareness and engagement with the sport in Israel.

Despite the fact that the current pandemic created a down turn of momentum in most sports worldwide, the association continues to push forward with its very ambitious goal of making volleyball the leading sport in Israel. They strongly believe that the development of suitable infrastructure focused at promoting volleyball at its grassroots levels is key to achieving meaningful and sustainable success at both a national and international level.

The Association has launched its own broadcast channel, powered by PlaySight technology. “I am thrilled with installing PlaySight and bringing Volleyball to the global platform. Without a doubt, this makes the league and sport more accessible and enjoyable to the fans and athletes.” said **Yaniv Noyman, General Director of the Israeli Volleyball Association**. “On top of that, the professional teams are now equipped with the coaching and analysis tools to help further advance the sport and take it to the next level.”

Video review and coaching tools have also been a key ingredient for the Association to decide to expand PlaySight reach within the league after only one year utilizing the tool. **Jacob Hershko, Kfar Saba’s General Manager** feels like this additional aspect of the PlaySight platform has been key for the club. “For us PlaySight is much more than a broadcasting platform used only our men’s and women’s pro teams. It’s giving players and coaches at all levels the ability to immediately analyze their games and practices using instant replay on court, as well as using the app and web platform for convenient post-game video analysis.” **Hershko** continued. “Being the biggest club in Israel with more than 1,000 kids on our youth program, the ability to maximize all of PlaySight’s tools has been a game changer.”

“We know our technology has the ability to change sports for the better, especially when applied in such a well thought out and organized way as we have seen this past year with Israeli Volleyball.” said **PlaySight CEO and Co-Founder Chen Shachar**. “It is always a great feeling to see that our technology is truly helping achieve a partner’s vision. We will continue to work diligently with the Israeli Volleyball Association to reach an increasing number of fans in Israel and elsewhere.”

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 ondemand 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.

About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight utilizes its Smart sports AI and connected camera technology platform to connect clubs, coaches, athletes and fans all over the world. With presence ranging from the professional ranks through collegiate, high school and youth sports, PlaySight's clients include teams from the NBA, MLB and NHL, and over 100 NCAA athletic departments. PlaySight also works with leading federations and organizations, such as the United States Tennis Association's National Campus, Ripken Baseball, EuroMillions Belgium Basketball League, Magnus French Ice Hockey League, 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.