

PlaySight and IMG Baseball team up to bring connected camera and Smart sports AI video technology to IMG Academy

PlaySight's multi-angle baseball video platform is widely used throughout the MLB, college, high school and leading baseball centers and academies

BRADENDON, FLORIDA (November 16th, 2020) – PlaySight Interactive, the leading global sports video technology platform, is pleased today to announce a new partnership with **IMG Baseball**. PlaySight's Smart sports AI connected camera platform is coming to the baseball fields at **IMG Academy**, giving IMG student-athletes and coaches access to a pro-level technology platform, validated by teams throughout the MLB, NHL, NBA, NCAA and leading leagues and sports federations across the world.

IMG Academy, the world's most prestigious sports, performance and educational institution, continues to be a trendsetting destination for high school age athletes. With state-of-the-art facilities for all athletes, sport-specific training and a nutrition department, the benchmark for high school sports begins and ends in Bradenton. PlaySight has already utilized IMG Academy as a test site for its latest innovations, debuting Live+ multi-angle live streaming technology in early October.

"PlaySight is a transformative piece of technology for our baseball program here at IMG Academy," said **J.T. Musso, the Head of Baseball Operations and Technology at IMG Academy**. "This platform gives us the opportunity to showcase our players to college coaches and professional scouts any time during the year both in real-time and with video on demand. It also allows us to dive deeper into player development and continue as an industry leader in youth and amateur baseball. We are excited about future technological integrations with the PlaySight platform and developing a strong partnership in the years to come."

PlaySight's Smart sports AI video platform is connecting sports all over the world. Hundreds of thousands of athletes, coaches, teams, colleges and sports facilities utilize PlaySight each and every day for automated production live stream broadcasts, multi-angle video recording, performance analysis, content monetization and much more.

"IMG Baseball is about as high performance as it gets. We are thrilled to partner up with them and bring our platform to the next generation of baseball players," said **PlaySight VP Scott McMeekin**. "The need for video is greater than ever due to the pandemic, from automated live streaming to remote scouting, coaching and video communication. These are some of the tools we provide and have doubled down on this year, and look forward to helping IMG Baseball practice and play at a high level this year and for many years to come."

About PlaySight Interactive:

Selected twice by Fast Company as one of the top 10 Most Innovative Companies in Sport, PlaySight is connecting sports all over the world. Its Smart sports AI video platform delivers a cutting-edge video experience across all levels of sport. Hundreds of thousands of athletes, coaches, colleges, teams and sports facilities utilize PlaySight each and every day for automated production live stream broadcasts, multi-angle video recording, performance analysis, content monetization and much more.

PlaySight technology powers entire leagues, is connected in over half of the NBA, and is used across the MLB, NHL, in over 100 NCAA athletic departments, and at leading sports organizations and facilities such as LakePoint Sports, IMG Academy, Ripken Baseball and the United States Tennis Association's National Campus.

About IMG Academy

IMG Academy is the world's most prestigious sports, performance and educational institution. Established in 1978 with a pioneering concept known as the Nick Bollettieri Tennis Academy, IMG Academy has since grown to become a global phenomenon.

With its world-renowned boarding school and noted sports camps, IMG continues to set the standard for total academic, athletic and personal development in youth student-athletes. The 600-acre, Bradenton, Florida campus annually attract hundreds of teams, groups and events for training and competition. Pro, Olympic and collegiate athletes leverage cutting-edge sport science to gain a greater edge on the competition. Adult athletes turn back the clock with sport instruction that hones their game, then unwind in a setting of contemporary luxury in the Legacy Hotel at IMG Academy. Corporate professionals become better leaders, teammates and communicators with our dynamic retreats and IMG Institute programming.

As they continue to grow the campus and refine their developmental methodology, the goal remains steadfast: To help the most dedicated and passionate maximize their inherent potential.