

## **PlaySight's portable GO technology powers fully remote production for Tennis Channel International**

*After successful remote production collaboration in May with the Exo-Tennis series, TCI looks to PlaySight and Crionet to create a dynamic remote and portable tennis video production platform*

**TEL AVIV, ISRAEL (December 9<sup>th</sup>, 2020)** – **PlaySight Interactive**, the leading global sports video technology platform, is pleased today to announce a new project with **Tennis Channel International (TCI)**, the global tennis media destination first launched back in April of this year. The remote production capabilities of this new technology relationship will be further enhanced by **Crionet**, a leading high-tech media and broadcast production company

This is the second collaboration between PlaySight and Tennis Channel International, as the two companies joined together in May of 2020 to bring professional tennis back with the Exo-Tennis series, hosted at BASE Tennis in Germany and the first live professional event to return to the courts since the beginning of the COVID-19 pandemic. Crionet has worked extensively with PlaySight across tennis and football and is a respected leader in the tennis world for its data collection and production quality and experience.

This new project represents the first time that a tennis event played on multiple courts with multiple angles will be produced fully remotely with portable technology. PlaySight first launched its portable GO video platform in late 2019, but the innovation has been accelerated dramatically due to the need for remote video and flexibility due to the pandemic. "These types of collaborations are shaping the future of sports production, and the future is now," said **PlaySight CEO and Co-Founder Chen Shachar**. "We have focused extensively on our portable video production capabilities this year, and look forward to putting our technology to great use with Tennis Channel International and Crionet, two leaders in the sport of tennis."

Tennis Channel International will be the first to utilize this innovative remote and portable video platform for its production of the German Championships, underway **this week with the finals taking place this Sunday**, when the tennis platform will feature special guest **Misha Zverev** during its commentary of the event.

Tennis Channel International also plans to take this new platform to its coverage of the German Bundesliga tennis matches in the summer of 2021. **Tennis Channel International's Andy Reif** is thrilled at this new capability and is looking forward to seeing it in action. "Technological advances such as this let us peek into the future. We're able to create high quality and engaging tennis content cost efficiently and with limited staffing needs, which is a key with the pandemic restrictions. We look forward to working with PlaySight once again."

Tennis Channel International is available in Germany, Austria and Switzerland on the web at [www.tennischannel.com](http://www.tennischannel.com) and on iOS and Android mobile devices, tablets, FireTV and select smart TVs for 2.49 euros per month.

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**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.