

## PlaySight and Blueprint Stats Partner to Create Innovative Bundled Platform for Basketball

*Industry-leading live streaming and performance video technology will integrate into a comprehensive breakdown and data platform*

**Bloomington, Indiana (March 29<sup>th</sup>, 2022)** – **Blueprint Stats** is pleased to announce a groundbreaking technology integration and commercial partnership with **PlaySight Interactive**, a leading global sports video technology platform. The two companies are teaming up to provide an all-in-one solution for video, live streaming, analytics, and tagging for basketball leagues, teams, coaches, and athletes worldwide.

The basketball market can now multiply its efforts by leveraging PlaySight's industry-leading connected camera platform for live streaming and multi-angle video recording with the wealth of data produced by Blueprint's statistical breakdowns at a more affordable price than the other breakdown services in the sport. Nearly two-thirds of the NBA use PlaySight as their go-to performance video platform, and Blueprint Stats has established itself at the grassroots level by working with the AAU, the DCSAA, and hundreds of programs around the country.

"After testing our platform's integration with PlaySight video at places like LakePoint Sports and the Pacers Athletic Center, our team was blown away by the quality of the video and flexibility of the technology," **said Hunter Hawley, the Founder and CEO of Blueprint Stats**. "With this new partnership in hand, we look to quickly scale our early success in basketball to help athletes, coaches, and spectators get the most out of their film, at an affordable price point and with a platform that is easy to use."

PlaySight's SmartTracker AI technology automatically tracks player and ball, and can be installed in gyms and facilities of all sizes, with options for either 4K or 8K video quality. "We listened to the market and coaches told us they wanted a one-stop shop for their video and stat breakdowns," **said PlaySight's Matt Gibson**. "We're very excited to launch this partnership with Blueprint to take that next step and make it even easier for coaches to utilize their PlaySight video and data together. Blueprint offers a really unique and affordable platform built for basketball."

The two companies have been testing this integration for the past year, with pilot projects at LakePoint Sports and the Pacers Athletic Center, among other basketball and multi-sport facilities across the country. This next step in the partnership is a direct response to positive market feedback from these facilities, as well as several high school basketball programs who have hands-on experience with the platform. At an affordable price point, automated multi-angle video integration, and with a turnaround time of six hours or less, the companies are eager to bring this service to the millions of basketball players throughout the sport.

**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 Blueprint Stats:**

Blueprint Stats leverages its unique dataset to generate personalized training and entertainment content for athletes and teams. Their tools and analysis help every athlete play - and look - like a pro. Learn more at [www.blueprintstats.com](http://www.blueprintstats.com)