

Like

Tweet

+1



2015 has been an incredible year for us at PlaySight.

We will finish the year with over 300 Smart Courts installed around the world as we move closer towards our vision of creating a connected global community of Smart

Courts, tennis players, and athletes. Our team is expanding and we are lucky to have such a strong network of partners within the tennis industry. Here's a look back at 2015 as well as a look ahead to what is coming in 2016. Wishing everybody a safe and happy holiday season.



- PlaySight CEO, Chen Shachar

PlaySight partners with the ITA



In November, we announced a new partnership with the ITA, the governing body for collegiate tennis. **Here's what ITA CEO Tim Russell had to say about the deal.**

"We believe that the SmartCourt technology has something major to offer to all college programs – there really is nothing else out there that does all that PlaySight can. At the end of the day, the ITA believes that PlaySight's technology will enable coaches and players to be more effective, and, ultimately successful."

Taking the college world by storm

Our college success this year didn't just include the ITA partnership though, **as we successfully completed installations at Northwestern University and Duke University.**

To say we made some major waves in college tennis in 2015 would be an understatement. We also unveiled a second product focused on the college market - the LiveCourt, created specifically for incredible quality live streaming and video storage for

college programs. In addition to Northwestern and Duke, we also have our technology installed with Princeton, Harvard, Cal-Berkeley, Virginia Tech, Georgia, and Baylor. **And we're on the way very soon to Oklahoma State, Ohio State, USC, and the University of North Carolina, among other schools.**



PlaySight joins forces with the Tennis Media Company



This past year we also announced a comprehensive marketing and advertising partnership with the **Tennis Media Company**, and chances are you have already seen our stories, videos, and advertisements in Tennis Magazine, on Tennis.com, and in Tennis Tuesdays. **But our partnership with the Tennis Media Company has a larger goal - to utilize technology and**

media to get more people playing and watching tennis.

PlaySight completes the Grand Slam!

PlaySight will be installing two Smart Courts at the Australian Open in 2016 after signing an exciting partnership deal with Tennis Australia, one of the most prestigious tennis organizations in the world. This now means that our Smart Court technology is at all four of the sport's Grand Slams - we have Smart Courts at the Billie Jean King USTA National Training Center, home of the U.S. Open, at the All England Club, home of Wimbledon, and at Roland Garros, home of the French Open.



PlaySight partners with prestigious federations



In addition to the Tennis Australia news mentioned above, PlaySight also added another national tennis federation to the fold. **We installed three high-performance Smart Courts in Vancouver, Montreal, and Toronto with Tennis Canada.** Tennis Canada had a very successful 2015 season, capturing their first ever Junior Davis Cup. We're looking forward to helping propel them to even more success in the future.

PlaySight changing the tennis club experience

Our Smart Court technology is changing how tennis clubs operate - creating more engaging lessons, more interactive matches, tournaments, and contest opportunities. We are proud to work with some of the top clubs from across the world, including three Midtown Athletic Club locations, Base Tennis in

Germany, Courtsense in New Jersey, the Bay Clubs in California, Scarborough East Tennis Club in Columbus, and many more - from Florida to France and Maryland to Sweden.



Matija Pecotic - PlaySight success story



PlaySight athlete Matija Pecotic had a fantastic 2015 season, jumping over 600 spots in the ATP Tour rankings (**he currently ranks 206, up from the mid 800s just 12 months ago**). Matija has

qualified for the 2016 Australian Open, and he trains on Smart Courts with Courtsense in New Jersey.

We shot a series of Smart Court training videos with Matija that really show off the full features of PlaySight's tennis drills feature, and Matija will be featured in a full-page advertisement for PlaySight in the January issue of Tennis Magazine.

PlaySight enters the basketball market

PlaySight successfully piloted its Smart Court technology for basketball in Israel, and we are excited to announce the installation of our first American Smart Courts in Las Vegas at Impact Basketball. We are also installing basketball Smart Courts with two clubs in Spain.



This is a huge step towards our goal of having Smart Courts connected all over the world - from tennis to basketball to squash to ice hockey to baseball... and more.

[Click here to watch more about our new basketball product.](#)

PlaySight PlayFair - the future of junior tennis?



PlaySight piloted two PlayFair junior tournaments in 2015 - one in Columbus at the Scarborough East Tennis Club, and one in New Jersey at the Bogota Racquet Club. Cheating is a huge problem in tennis (especially at the junior level), and we believe that we have found a solution with our PlayFair system. [Check this video out from our](#)

[Bogota PlayFair Challenge for more!](#)

Players were given the ability to challenge close calls (a hybrid of the NFL challenge system and tennis line calling), and they used the real-time multi-angle video review on the SmartCourt kiosk. **The players felt more confident making calls and there was no cheating - is this the future of junior tennis tournaments?**

PlaySight at Indian Wells

Not only do we have our Smart Court technology installed at Indian Wells, but we had a team on hand at the 2015 BNP Paribas Open to show the top pros from the ATP and WTA Tours all about our cutting edge technology. **We had the likes of Novak Djokovic, Martina Hingis, Leander Paes, Richard Gasquet, and Tomas Berdych out hitting on Smart Courts before they had matches.**



Hear what the best tennis players in the world thought about PlaySight [with this series of video interviews we were able to grab.](#)

PlaySight goes global



Tennis is truly a global sport, and our Smart Court locator map (which you can find at PlaySight.com) reflects that. In addition to installing courts across the United States, in Canada, and in Australia, we installed Smart Courts in China, Japan, Singapore, and throughout Western Europe in 2015. We are very excited about the potential to bring tennis players and

coaches together - from all over the world - on one centralized social platform geared towards improving the tennis experience.

Hear from the Tennis World:

Billie Jean King:

"I am thrilled to be involved with a company that is bringing such cutting edge technology to grow the sport of tennis at all levels – from the grassroots to college to professionals. PlaySight is getting kids and adults excited about tennis in new ways."



Novak Djokovic:

"PlaySight is revolutionizing the sport. There is a team of people around me who are experts in their own fields, but technology has advanced so much today that PlaySight is exactly what we need to analyze my game and the things I need to improve on."

Alex Mansfield, teaching pro at the Tennis Club of Albuquerque:

"PlaySight's contribution to the Tennis Club of Albuquerque has been immeasurable. Not only has it generated substantial interest within the community, but it's reinvigorated the passion for tennis within our club."



Oded Jacob - High Performance Coach with Tennis Canada:

"You have delivered cutting edge technology to allow open-minded coaches tools that have never existed. Moreover, the instant feed back (visual) provided to players is invaluable for learning processes. "



©2016 PlaySight | 219 County Road. Tenafly, NJ.

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

Powered by [Mad Mimi®](#)
A GoDaddy® company