PIXELLOT AND SOCS SIGN MULTI-YEAR PARTNERSHIP TO ADD AUTOMATED VIDEO AND ANALYTICS SOLUTIONS TO SCHOOLS AND COLLEGES

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The AI-automated video solution, which includes a multi-camera system, highlight creation app, and professional coaching tools will be integrated with SOCS's management information system to improve team performance as well engage families and communities.

Tel Aviv, Israel, London, UK/ June 01, 2021. Pixellot, the world's leading provider of AI-Automated™ sports video and analytics solutions, and SOCS, the premier school activities management system announced today a partnership to provide a comprehensive, new video and analytics solution dedicated to the education sector.

SOCS will be the first entity to introduce Pixellot solutions to schools across the United Kingdom. The SOCS schools will now enjoy a whole new dimension of services and capabilities, at an exclusive pricing structure that includes constant video coverage of every game, drill, and practice. By initiating and expanding video coverage, the Pixellot systems will revolutionize learning and engage both students and parents, adding tools to improve team and player performance and promote success.

Pixellot's solutions are already deployed in 8,000 colleges and schools around the world, and it is the exclusive provider of video streaming solutions to the American National Federation of High School Sports. Recently the company signed a partnership with Supersport to establish a South African schools network (watch this video with Lukhanyo Am).

"We are on a mission to drive innovation to our schools' sports programs, so we are happy to partner with Pixellot the proven leaders in the field," said Phil Kershaw-Naylor, Managing Director of SOCS. "With their extensive portfolio of products and experience in the educational sports sector, we are confident that this will have a significant impact on our schools."

"We're excited to sign this multi-year partnership with SOCS to bring our solutions to schools and have coaches, students and their families enjoy high quality live and on-demand video from every game", said Ross Tanner, Pixellot Director of UK Business Development & Sales. "In addition to our vast experience in the education world, we are supplying video and analytics solutions to the world's leading clubs and organizations including FC Barcelona, Real Madrid, Bayern Munich, and the Irish and Scottish football federations. We are happy to offer the same high-quality video and advanced tools to the schools and colleges sector. We're certain that teachers, students, and parents will greatly appreciate the addition of video coverage to their educational experience".

Pixellot solutions are comprised of permanently installed as well as portable cameras, designed especially for the needs of coaches and sports directors. The end-to-end system also has an integrated streaming platform that allows viewers to access all games and practices.

About Pixellot

Pixellot pioneered the concept of automated sports production solutions as an affordable alternative to traditional video capture, production, and distribution systems for professional and semi-professional sports events. Founded in 2013, Pixellot's AI-Automated technology solutions streamline production workflow by fully automating live sports capture, production, and distribution. 15,000 Pixellot systems are deployed by broadcasters, production companies, clubs, federations, universities, high schools, sports portals, and coaching solution providers around the globe. To date, Pixellot has produced over a million live games from 55 countries across the globe.

For more information, visit www.pixellot.tv

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About SOCS

SchoolsSports.com provides a focal point for sport at the grassroots and is the home of SOCS sport, the online sports management toolkit for schools.

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SOCS sport helps staff manage sport efficiently and communicate with players and parents more effectively.

SOCS sport comes complete with a comprehensive toolkit as well as a dedicated sports website with domain name to use in signature blocks, emails, newsletters and in social networks such as Twitter and Facebook. Frequent use of these communication channels ensures a higher ranking in search engines such as Google and Bing and a much greater presence on the Internet for your sport.

For more information, visit www.misocs.com

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