

IHSAA News Release



Indiana High School Athletic Association, Inc.
9150 N. Meridian Street, PO Box 40650, Indianapolis, Indiana 46240-0650
317-846-6601 ▪ Fax: 317-575-4244 ▪ IHSAA.org ▪ IHSAAtv.org ▪ @IHSAA1

August 11, 2017

IHSAA, BlueFrame Technology Launch Apple iOS App for iPhone and iPad

The Indiana High School Athletic Association (IHSAA) and BlueFrame Technology announce the release of the IHSAAtv app for iPhone and iPad. The new app, which is now available through the Apple App Store, allows anyone with an iOS device to tune in to any broadcast of IHSAAtv.org and the IHSAA Champions Network. In addition to high-definition video, the new app allows an audio only feature, reducing bandwidth and allowing fans who are in low cell service areas to listen without interruption. The app joins the existing suite of over-the-top (OTT) apps: Roku, Apple TV, Android TV and Amazon Fire.

“We are excited to add another way for Indiana high school sports fans to view or listen to our broadcasts and cheer on their teams,” said Heath Shanahan, Director of Broadcast Operations and Executive Producer for the IHSAA.

“Along with our great partners at Indiana Farm Bureau Insurance, BlueFrame has helped us further our reach and put our incredible student-athletes in front of more viewers.”



IHSAAtv webcasts over 50 Champions Network contests and selection shows yearly and does not charge a fee to watch any broadcast. The first webstream of the high school football season is scheduled for next Friday night (August 18) at 7:30 pm ET as Indianapolis Cardinal Ritter travels to Monrovia in a battle of the last two Class 2A state champions.

“The IHSAA's willingness to be a leader in the production and distribution of high school athletic events provides BlueFrame with an opportunity to showcase our platform features,” said Ben Kant, co-founder and CEO of BlueFrame Technology. “Mobile applications are the latest of these features. Now fans of the IHSAA have more options to consume content, and IHSAAtv affiliate members have a new way to reach those fans.”

About the Indiana High School Athletic Association, Inc. (IHSAA)

The IHSAA is a voluntary, not-for-profit organization that is self-supporting without the use of tax monies. Since its founding in 1903, the Association's mission has been to provide wholesome, educational athletics for the secondary schools of Indiana. Its member high schools - public, institutional, parochial and private - pay no annual membership fee or incur entry fees to play in the Association's tournaments. A state tournament series is conducted annually in 21 sports, 10 for girls, 10 for boys and one co-ed (unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.

About BlueFrame Technology

BlueFrame Technology is the only end-to-end live streaming technology provider specialized for the sports market. Based in Lexington, Kentucky, BlueFrame services all levels of sports organizations by providing the software to put their brand and message first. For more information, visit www.blueframetech.com.