

IHSAA News Release



Indiana High School Athletic Association, Inc.
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IHSAA and Hudl announce partnership to revolutionize video and data exchange

The Indiana High School Athletic Association (IHSAA) and Hudl are partnering to transform athletic departments, coaches, and athletes throughout the state of Indiana. Over 130 high school athletic departments and 3,000 teams in the state are already using Hudl's video, data and recruiting tools. Between Hudl Focus cameras and the implementation of statewide member school exchanges, Hudl and IHSAA are working together to stay on the cutting edge with a first-of-its kind partnership that will fulfill that promise of universal access to video and data -- and ultimately give new insights and time back to teams to focus on their development.

Greg Nelson, Vice President of Competitive at Hudl, and Paul Neidig, Commissioner of the IHSAA, announced the partnership jointly today.



"We are excited to bring this first-of-its kind partnership with the Indiana High School Athletic Association," said Nelson. "Our goal is to provide the technology for coaches, athletes and their athletic departments to perform at their best."

Hudl is a leading performance analysis company revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Founded in 2006, Hudl offers a complete suite of products that empower more than 180,000 global sports teams at every level—from grassroots to professional organizations—to gather insights with video and data. Hudl's products and services include online tools, mobile and desktop apps, smart cameras, analytics, professional consultation and more.

"The IHSAA is excited to have Hudl as a corporate partner in advancing education-based athletics through their cutting-edge technology," said Commissioner Neidig. "With the continued growth of livestreaming and broadcasting, member schools will be able to make access to video effortless for both teams and fans. The Hudl Focus camera system integrates seamlessly with the IHSAA Champions Network and IHSAAtv.org to provide a high-definition livestream option for both member schools and fans."

Hudl's suite of video capture and analysis technologies will provide Indiana Schools with everything they need to power their high school athletic programs. Hudl Focus, Hudl's newest camera technology, is an auto-tracking camera that provides teams with HD video without requiring a cameraperson. Smart camera technology and livestreaming is in demand now more than ever; providing the ability for Athletic Directors to monetize their games while providing broader access to community fans. Additionally, all games in Hudl Focus-equipped stadiums—whether you're home, away or at a neutral site—will be automatically uploaded to your Hudl library with the Focus Exchange Network. This innovative use of technology will allow IHSAA schools to stay on the cutting edge by making access to video effortless for teams and fans.

Member schools in the IHSAA are encouraged to participate in a member school video exchange through Hudl for football, basketball and volleyball.

Learn more about Hudl Focus and Hudl's Athletic Department Packages on their website, hudl.com.

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 407 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 22 sports, 10 for girls, 10 for boys and two co-ed (unified flag football and track and field). A 19-person board of directors, elected by member school principals, governs the organization.