

# CATAPULT UNVEILS NEW SIDELINE VIDEO SOLUTION FOR NCAA FOOTBALL

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Catapult Group International Ltd (ASX:CAT, 'Catapult' or the 'Company'), the global leader in sports technology solutions for professional teams, today unveiled its groundbreaking sideline video solution with the announcement of a major deal with the Southeastern Conference (SEC) for American football. The SEC is one of the largest American college athletic conferences, having recently signed a \$3B media deal with Disney. Earlier this year the National Collegiate Athletics Association (NCAA) Rules Committee approved the use of sideline video solutions for live review, beginning with the upcoming 2024 football season. The use of video solutions for real-time sideline analysis represents a significant leap forward in the use of video technology in American football and represents a major expansion of the Tactics and Coaching market segment for Catapult.

Catapult's technology, based on its new video products, is designed to revolutionize gameday analysis in American Football. The new sideline solution provides real-time access to video and data to empower coaches to make informed decisions instantaneously. The new solution will also expedite post-game review process, saving teams up to eight hours of work, by providing immediate access to game footage with coaching notes, evaluation of plays, and data for each clip from the game, improving the depth and speed of game analysis.

"At Catapult, we are obsessed with helping teams make rapid and well-informed decisions," said Will Lopes, CEO and Managing Director at Catapult. "We are thrilled, as the NCAA rules changed, that the SEC chose to partner with us in this pivotal moment that will change the sport forever. Our sideline solution is the most advanced in the market, having been honed by years of development in Formula 1 and the NHL, and our record of decades of outstanding support of video solutions for NCAA teams is second to none. We are looking forward to deepening our partnership with the SEC and working with their football programs to further innovate the use of sideline analysis."

The SEC will be the first American sports conference to integrate Catapult's sideline video technology across all 16 college teams. The technology not only enhances gameday analysis but also helps teams optimize practice sessions, enabling quicker assessments of team and player performance. Coaches and players can review video footage and data directly on the field, fostering immediate feedback and adjustment.

Earlier this year Catapult successfully tested its sideline video solution at multiple major bowl games. NCAA bowl games are critical postseason college football events played by teams at the highest level of American football. These tests helped Catapult optimize its user experiences with real-time feedback from coaches and athletes during critical games.

Following the strategic acquisition of SBG Sports Software, Catapult accelerated its video analysis capabilities including enhancing its sideline video capabilities to ice hockey, motorsports, and now American football. Catapult partners with the NHL, to deliver live video directly to the bench of ice hockey teams during games for instant analysis and real-time

coaching adjustments. Catapult is also a partner to Formula 1, Nascar, and Indycar, providing race control and race analysis solutions. Catapult's RaceWatch solution integrates and synchronizes multiple sources of video, audio, and data to provide teams with comprehensive race day insights with live visualization, precise race predictions, and thorough post-event reviews. Notably, Catapult executes over two million predictive race simulations during each Formula 1 race day, underscoring its commitment to enhancing teams' competitive edge through advanced analytics and technology.

To learn more about Catapult's sideline video solution, visit [catapult.com/solutions/football-coaching-tools](https://catapult.com/solutions/football-coaching-tools).

*Authorized for release to ASX by the Catapult CEO and Managing Director, Mr Will Lopes.*

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## **ABOUT CATAPULT**

Catapult exists to unleash the potential of every athlete and team on earth. Operating at the intersection of sports science and analytics, Catapult products are designed to optimize performance, avoid injury, and improve return to play. Catapult works with more than 3,800 elite teams in over 40 sports across more than 100 countries globally. To learn more about Catapult and to inquire about accessing performance analytics for a team or athlete, visit us at [catapult.com](https://catapult.com). Follow us at @CatapultSports on social media for daily updates.