



## SPORTS VIDEO INNOVATIONS

*For immediate release*

### **SVI and Schutt Step Up their Game with 2.0 SchuttVision New Helmet Featuring Streaming Video and Wider Field of Vision Debuts at AFCA Convention**

**Shreveport, La.** (Jan. 8, 2015) — [Sports Video Innovations \(SVI\)](#) introduces its 2.0 version of **SchuttVision** – the first football helmet integrated with a tiny, rugged high-definition (HD) camera that sits right above a player’s brow and captures game-day action. The **SchuttVision** helmet now streams video controlled by an app that starts and stops recording from the sidelines. Plus, the lens has a wider, 100-degree field of vision – improved from its former 64 degrees.

“These changes came directly from feedback from our customers – college and pro coaches,” says Jeremy Jeansonne, CEO and co-founder of **SVI**. “They wanted to control the amount of video the cameras captured to make viewing and editing more efficient. And they wanted a broader field of view to help better inform coaching decisions. The wireless capability, the app and the 100-degree lens give them all they asked for.”

#### **New features**

The new app allows a videographer to monitor battery life, track up to 16 **SchuttVision** helmets, and remotely start and stop video recording – all from the sidelines on a phone or tablet. The app also time stamps the video to make it easier for a video editor to sync up different angles of the same play in post-production. Along with the new wireless technology, app and a wider lens, **SVI**’s camera technology delivers 720p HD video at 30 frames per second, with 2.5 hours of battery life and a removable SD Card for back-up media storage. The National Operating Committee on Standards for Athletic Equipment (NOCSAE) approved the helmet for game play.

What’s next for the technology company? Jeansonne sees taking point-of-view (POV) streaming to game day. “Football fans are telling us they want to see what the players see out on the field during a game. We are lobbying the NCAA and NFL to allow that. Our helmet is safe for game play. The rules just need to catch up to today’s technology.”

**SchuttVision** debuted one year ago at the American Football Coaches Association conference. Today, 30 teams – including the National Collegiate Athletic Association (NCAA) and the National Football League (NFL) – have experienced the competitive advantage the integrated helmet offers for coaching and recruitment.

Many football coaches are using **SchuttVision** to evaluate a player’s ability by watching where his eyes go during a play – especially the quarterback. “It really is very confirming to the coaching staff [to see] how important it is to train the eyes of a player. I think it gives us an advantage – there’s no doubt about it,” says Kyle Flood, Rutgers head football coach. ([Engineering the Perfect Season, “Helmet Cam”](#))

#### **About Sports Video Innovations**

**Sports Video Innovations (SVI)** launched in January 2014 to revolutionize the way sporting events are viewed and experienced, starting with football and the **SchuttVision** helmet. For the first time, a rugged, streaming, high-definition video camera fits into the nose bumper of a football helmet to provide the

unique player's point of view coaches, fans and broadcasters have been seeking. **SchuttVision** is approved by the National Operating Committee on Standards for Athletic Equipment (NOCSAE).

First football, and then the sporting world! Eventually **SVI** co-founder and CEO Jeremy Jeansonne would like to expand its patent-pending video technology into other areas of sports to bring the company's innovative point of view camera to baseball, lacrosse and hockey. Visit **SVI** at [www.sportsvideoinnovations.com](http://www.sportsvideoinnovations.com) or on [Facebook](#), [Twitter](#) or [YouTube](#).

# # #

For more information, contact Karen Carrera, [Karen@trizcom.com](mailto:Karen@trizcom.com), 972.207.1935, or @kjcarrera.