



SPORTS VIDEO INNOVATIONS

For immediate release

SchuttVision Helmet Cam Hits Market for High Schools and Parents Same SVI Game-Changing Technology Used in the NCAA, NFL and AFL

Shreveport, La. (July 1, 2014)—This month as high school and youth football leagues gear up and take the practice field, there is one more piece of equipment on the “must-have” list. **SchuttVision** football helmet cameras, with integrated [Sports Video Innovations \(SVI\)](#) technology, are now available for purchase by high schools and parents.

“We’ve been getting a lot of consumer demand for these helmets,” says JR Liverman, CEO and founder of **SVI**. “High school football is serious business in America. And we’ve received a lot of requests from parents and teams who want their players to experience this innovative point-of-view technology to improve their performance on the field.”

That performance advantage comes from the same **SVI** helmet technology being used by National Collegiate Athletic Association (NCAA), National Football League (NFL) and Arena Football League (AFL) teams alike. **SchuttVision** helps a coach see what the player is seeing and helps gauge how he is making decisions. In March, Rutgers coach Kyle Flood noted the technology “has been very valuable” helping evaluate what goes into the quarterbacks’ play-making decisions. This month, Pittsburgh Steelers offensive coordinator Todd Haley said, “You can see the direction the head is at the snap. It’s interesting technology. It’s a neat concept...the technology is phenomenal.”

How to order

The **SchuttVision** helmet will be available to consumers at an MSRP for \$1,300, a price that reflects the unique integrated video system. They can be ordered by calling Schutt Customer Service, 800-426-9784, or contacting a participating Schutt sales rep. Once ordered, the helmet will arrive in 3-4 weeks.

Early this year, **SVI** announced its first partnership with the AFL to bring **SchuttVision** helmet cameras to the field during games, and that relationship continues to strengthen. Just four months later, more than 30 teams in the NCAA and NFL have adopted the helmets, and that number [is growing](#).

SVI’s camera technology delivers 720p high-definition (HD) video at 30 frames per second, with 2.5 hours of battery life and a removable SD Card for media storage. Streaming video is planned for late 2014.

About Sports Video Innovations

Sports Video Innovations (SVI) was founded in October 2011 to revolutionize the way sporting events are viewed and experienced. The **SchuttVision** football helmet – the first application of **SVI’s** technology – launched in January 2014. For the first time, a rugged, 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 compliant with the National Operating Committee on Standards for Athletic Equipment (NOCSAE).

First football, and then the sporting world! **SVI** founder and CEO JR Liverman plans on expanding his 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 or on [Facebook](#), [Twitter](#) or [YouTube](#).

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