

# TeamSnap, TEAM 1 SPORTS Join Forces for Live Video Streaming

BOULDER, Colo. and LEXINGTON, Ky., Sept. 3, 2014 (SEND2PRESS NEWSWIRE) – TeamSnap, used by nearly 7 million people around the world to coordinate their sports and other ongoing activities, today announced an exciting new partnership with TEAM 1 SPORTS, the new ultimate amateur sports digital network, to provide complimentary live video streaming software to all TeamSnap clients.

TEAM 1 SPORTS, a division of Volar Video, a leading digital technology and media company, is providing its Production Truck® Standard Definition Plus (SD+) streaming software solution to all TeamSnap clients allowing users to stream unlimited live events up to 1.2 Mbps, directly from a laptop. Both live and archived broadcasts will be available at no cost to viewers on teams' respective TeamSnap official websites and apps and will work across all devices – from laptops to tablets to smartphones.

Using TEAM 1's proprietary Production Truck® technology, users with little-to-no production experience can produce high-quality broadcasts featuring multi-camera switching, customizable graphic overlays, instant replay, social media clip sharing, dynamic mid-roll video ad insertion, and more. TeamSnap users will also be rewarded with TEAM 1 merchandise for reaching production goals, and viewers will have the opportunity to compete in a variety of contests for similar prizes.

Additionally, all broadcasts will be automatically syndicated on TEAM 1 SPORTS, which launched July 15 in partnership with Sporting News Media. This exciting new network is poised to become the ultimate digital destination for all amateur athletics and offers a user-generated platform to showcase amateur sports organizations and athletes to the world.

"TEAM 1 SPORTS is very excited about our relationship with TeamSnap as it allows us to offer our Production Truck® streaming software to a vast new user base and audience focused on youth sports," said David Bertram, CEO, Volar Video. "Like TeamSnap, TEAM 1 offers the benefits of first-class technology and ease-of-use at no cost to the teams nor the fans, who will be impressed by the fantastic viewing experience they receive on a variety of screens. Through this unique collaboration, parents, coaches, and fans will never miss a game."

TeamSnap clients will receive valuable benefits through this partnership including the opportunity to:

- Produce live and on-demand broadcasts from both Mac and Windows computers, upload video clips and photos, and share content in real-time across social media platforms;
- Stream unlimited events at 1.2 Mbps with unlimited viewers at no charge to the user or viewer;
- Upgrade to HD streaming (2.5 Mbps) per event, per month or annually at a

cost-efficient rate;

- Generate revenue through sales of local video commercials during broadcasts;
- Receive free and continuous training, customer support, and monitoring of live events.

Parents, coaches, and fans will be able to:

- Watch video content on all screens, including laptops, mobile devices, and tablets;
- Generate and immediately share virtual clips of great plays, highlights, and games via social media platforms.

“We are very excited to work with TEAM 1 SPORTS. Their cutting-edge broadcast video capabilities should be of great interest to our customers who will now be able to broadcast like the pros,” stated Ken McDonald, TeamSnap’s Chief Growth Officer.

TeamSnap’s app is available on the [iTunes App Store](#) or [Google Play](#).

TeamSnap clients or other amateur sports organizations interested in partnering with TEAM 1 SPORTS and TeamSnap should contact Chris Rutter with TEAM 1 SPORTS at 859-309-4321 and [chris.rutter@team1sports.com](mailto:chris.rutter@team1sports.com) or TeamSnap at [partner@teamsnap.com](mailto:partner@teamsnap.com).

#### **About Volar:**

Volar Video is a leading digital video technology and media company whose proprietary software and production platform enables clients to broadcast and monetize events in high quality with customizable graphics, instant replay, ad insertion, and many more cutting-edge features. Led by an experienced team of production, technical software, marketing, and sports executives, Volar Video delivers customized video solutions across television, computer, and mobile platforms. Volar clients include collegiate institutions at all levels including NCAA, NJCAA, and NAIA, as well as over 1,200 high school teams. For more information, visit <http://www.volarvideo.com/>.

#### **About TeamSnap:**

Nearly 7 million users around the world use TeamSnap to [coordinate sports and other ongoing activities](#). For more information, please visit <http://www.TeamSnap.com/>.

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