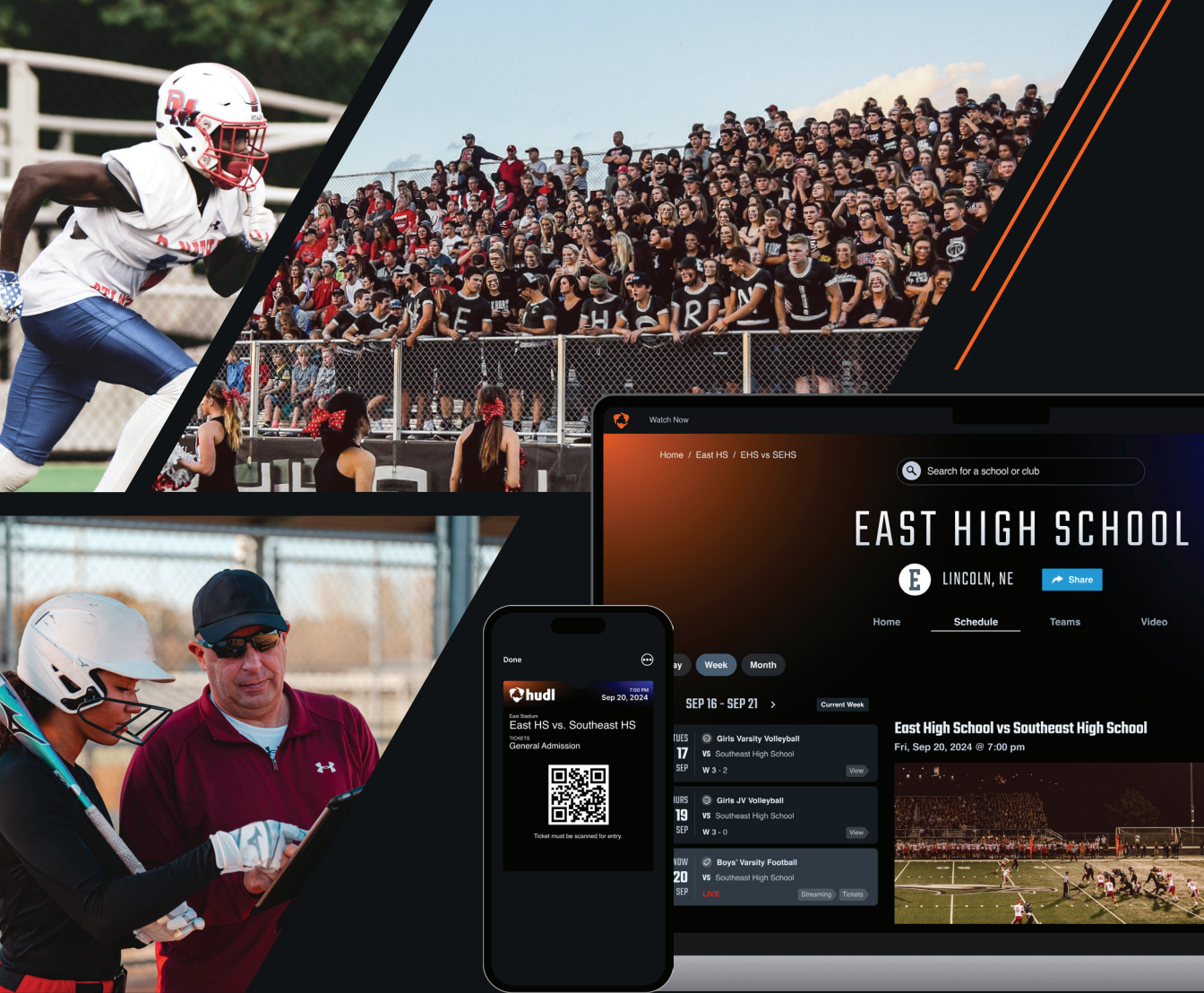




ATHLETIC DEPARTMENT PACKAGES

**Capture every moment.
Support every coach.
Streamline operations.
Connect every fan.**

Meet all your department's needs with one subscription.

Help your entire department succeed.

The athletic department package bundles all of Hudl's best tools to create a comprehensive video analysis and fan solution that includes everything your teams need, all in one invoice—simplifying things for you.

The athletic department package includes the Hudl online and mobile video sharing and analysis platform, Hudl Focus smart cameras that automatically record games, automatic game breakdowns, stats and reports from Hudl Assist, and our new Fan Engagement Suite that comes with personal profiles for your school, easy livestreaming and integrated digital ticketing.

Athletic department packages can be tailored to meet your individual school's needs, too, allowing you to bundle everything you need to get the most out of Hudl.

We're excited to continue to create solutions to streamline your processes, scheduling, fan solutions and more. When you're on an athletic department package, you have a front row seat to all the latest products and features.



Invest in your coaches.

With tools to help every coach improve and save time, Hudl lets your staff focus on what matters.



Inspire your athletes.

Every student suiting up for your school has equal opportunities to get inspired, get better and get noticed with video.

Rally your fans.

The new Fan Engagement Suite supports you before, during, and after gameday by engaging fans and communities. From livestreaming and personalized team profiles to digital ticketing, Hudl makes gameday success a snap.



Simplify your operations.

Say goodbye to complicated billing. With a single solution, your whole staff is on the same page and you can easily keep track of expenses, scheduling across your organization and communicating with your community.



Get all the details at hudl.com/go/hs-booklet/highschool.

“Now that we have it, we can’t go back from it. It’s the crucial investment to enhance all facets of your athletic program.”

Michael Bruns

Activities Director, Calamus-Wheatland HS (IA)

Streamline operations while providing an exceptional fan experience.

The Fan Engagement Suite lets athletic directors efficiently optimize gameday—providing a single platform to manage and for fans to follow along. Your personalized school profile integrates with your existing Hudl tools, giving fans a go-to destination for livestreams, highlights, tickets, schedules, rosters and more.



Hudl Tickets

Modernize gameday with Hudl Tickets, which brings an easy gate experience, instant reporting and upgraded security at no added cost to your program. Choose between flexible offerings like season passes and pre-sale options, and set the price that works for you.

“It gives everybody a sense of pride, and for parents, that’s a real big deal. When their kids are thriving in something, they’re able to push it out to share with friends and coworkers.”

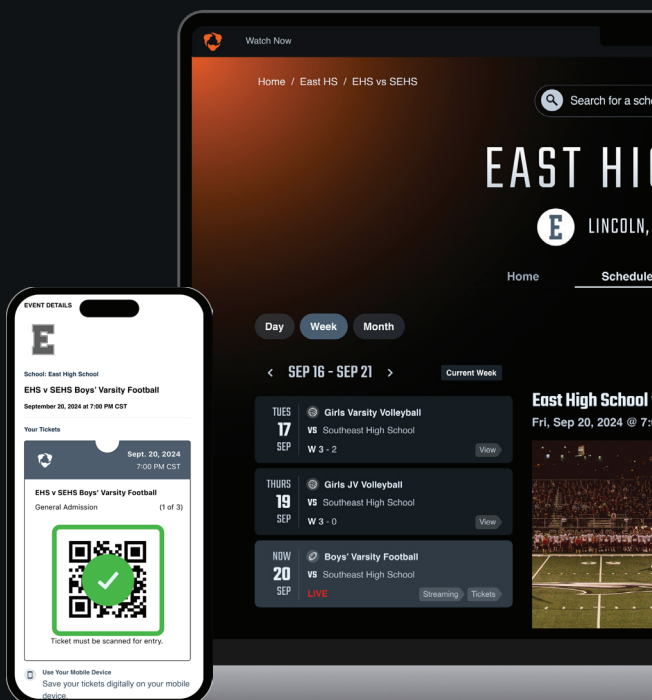
Montario Jones

Assistant Athletic Director,
St. Thomas' Episcopal School (TX)



Livestreaming

Livestreaming is integrated with your schedule, allowing you to stream games automatically from your Focus camera to your profile, making it easy for fans to find. Keep it free-to-view or earn revenue through pay-per-view options or sponsorships.



The simple, flexible livestreaming solution you've been waiting for.

With an athletic department package, you get Focus cameras, which power automatic, hands-free streaming.

Set your schedule to stream automatically.

Streaming is hands-free with Hudl Focus. Coaches set their schedule in Hudl, choose whether to livestream and the camera does the rest – automatically streaming to Hudl.

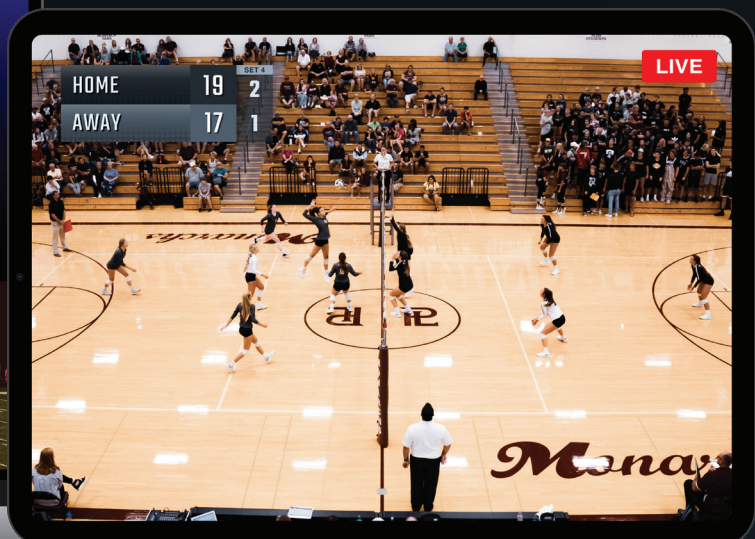
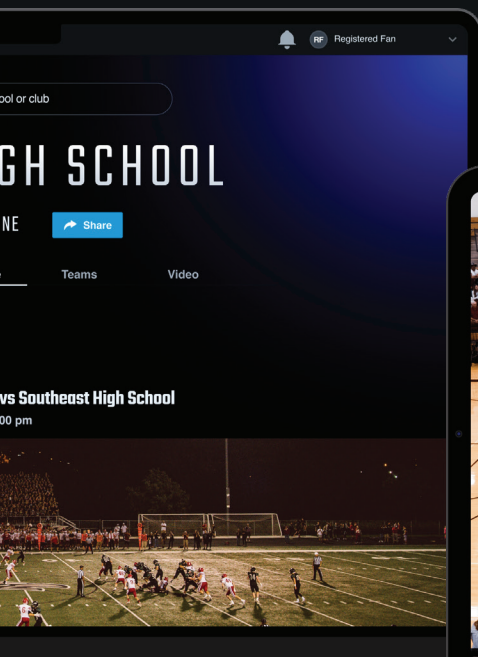
Make money for your program.

The choice of it and how to drive revenue is up to you. Use sponsorships, pay-to-view (featuring an industry-leading revenue share) or opt to offer a free-to-view stream.

Customize your fans' experience.

Deliver crystal-clear 1080p video hands-free, or enhance the experience through graphics, multiple camera angles, commentary or other professional elements.

Visit hudl.com/go/hs-booklet/fan to streamline gameday operations and elevate your fan experience. Or, connect with your Hudl rep.





The future of film is here.

Record, upload and livestream—all automatically. Hudl Focus auto-tracking cameras pan and zoom to follow the action without a cameraperson.

Focus Indoor and Focus Outdoor

- These cameras permanently mount in your gym or stadium to capture all the action.
- No cameraperson needed with automatic capture and uploads to Hudl.
- Both cameras integrate directly with Hudl TV for hands-free streaming.
- Focus Outdoor allows for an instant replay setup with full Hudl Sideline integration.

Focus Flex

- Our portable smart camera makes it easy for soccer teams to livestream, upload and record, instantly.
- Flex's internal battery can capture a full match, including stoppages and shoot outs.
- Flex is the only portable camera fully integrated with Hudl.
- With the built-in 4G capability* or Wi-Fi, it's easy to stream from anywhere.

**Available for purchase through Hudl. The 4G network is available in the US only. Coverage is not available in some areas. See full terms online.*



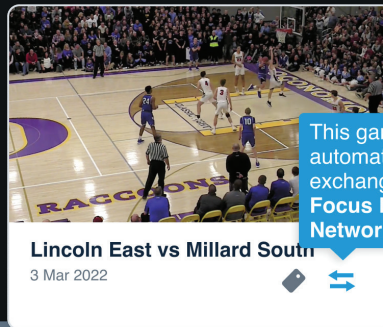
Hudl Focus Outdoor

Hudl Focus Indoor

No matter where you play, Focus has you covered.

Schools with Focus cameras will be part of the Focus Exchange Network. When teams from those schools play in Focus-equipped gyms or stadiums, whether they're home, away or at a neutral site, they'll automatically get their game film uploaded straight to their Hudl libraries.

- Coaches save time thanks to automatic exchanges
- Teams won't need to bring a camera to away games
- Faster analysis and post-game review with automatic game uploads



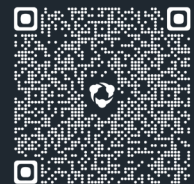
This game was automatically exchanged via the Focus Exchange Network

"We get more coaches on the field because we don't have to dedicate coaches to film, we're getting better film, better information, [...] so we get a better idea of the context of each play call. And you're getting the ability for the parents to see their kids' games, and I think that's a huge deal."

Jonathan Coats

Football Coach, Lake Travis HS (TX)

Get Indoor and Outdoor Focus for your gym, stadium and field when you purchase an athletic department package. Focus Flex is now available for use by your soccer teams. Scan the QR code to get all the details, or visit hudl.com/go/hs-booklet/focus.





**"The reality is, Hudl
was very instrumental
in our success."**

Dave Flom

**NHSCA Coach of the Year,
Eden Prairie HS Boys
Basketball (MN)**



The ultimate coaching tool for every team.

We strategically designed Hudl to help every player learn and grow. This robust platform gives players access to the videos, playlists and clips they need to improve. And with the custom highlight capabilities, standing out has never been easier.

Hudl makes it easy for coaches to teach on the fly with personalized feedback and video effects to emphasize teaching moments. Plus, coaches can access video and communicate with student-athletes from anywhere on any device.

Available for all sports.



We'll do the stats—your coaches can focus on the insights.

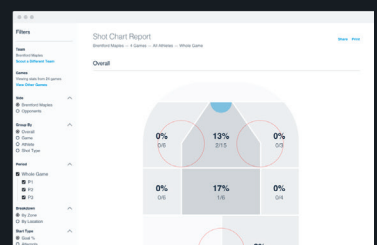
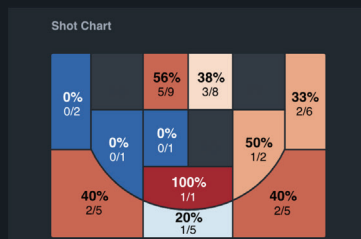
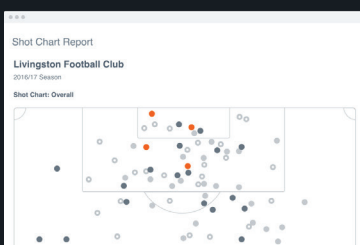
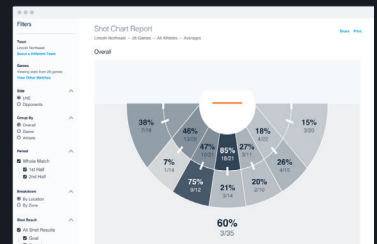
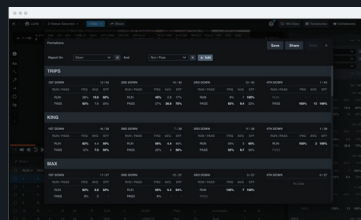
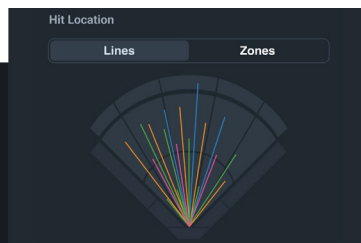
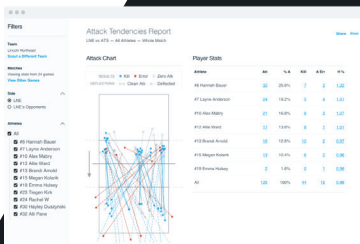
Help your teams plan smarter. Hudl Assist delivers game and scout video breakdowns within 24-hours (or less). With the data and advanced reports from our analysts, your coaches will have more time to spend with their teams and more confidence in their game plan. Whether coaches currently track stats or are new to data, Assist will be a game-changer.

Available for football, soccer, basketball, volleyball, lacrosse, ice hockey and new this year: baseball and softball. Coming soon: Wrestling.

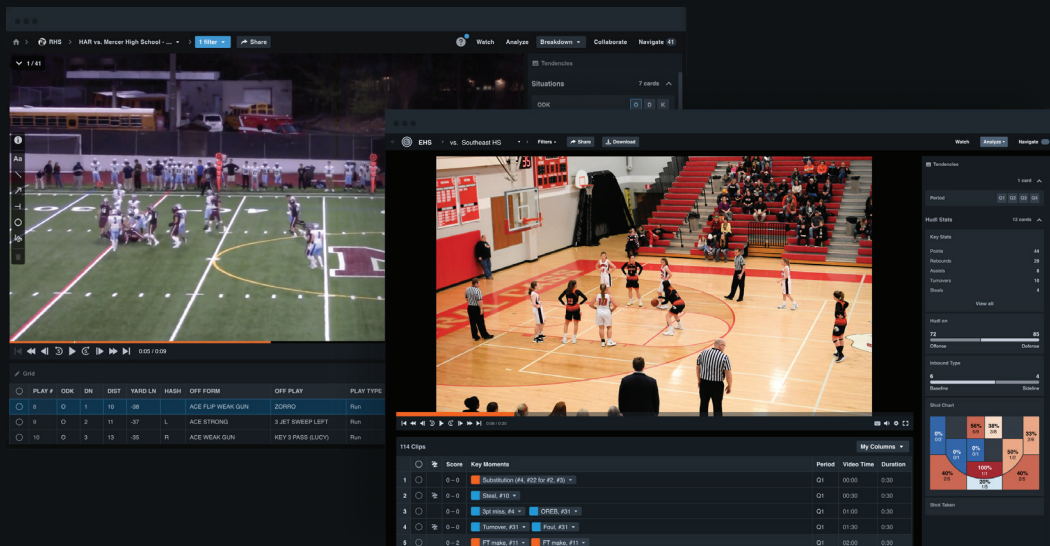
"Assist helps us think less and play more instinctively."

Tony Miller

**Men's Basketball Coach,
Bob Jones University (SC)**



Introducing: New Hudl.



The same features your football and basketball teams love. Coming soon for more sports.

We've been hard at work creating a Hudl interface that will enhance the way coaches scout, gameplan and evaluate. Here's what your coaches can expect with the new Hudl.

Faster Filters

You'll get video and tendencies side-by-side, meaning you won't need tons of reports or playlists. Save your most-used filters for quick access on any video.

One-Click Reporting

Every column gets an automatic overview report that can pair with other data fields, eliminating the need for dozens of playlists.

Multiple Layouts

Opt for the standard default layout or the new vertical layout and quick editor view. Both views make it easy for coaches to enter data and will save them time.

"The new Hudl has made it simple for our staff to manage, display and chart analytic tendencies. The new interface is easy to use and interact with!"

Chris Haddad

Football Coach, Bellingham HS (MA)



Unlock more with an athletic department package.

With an athletic department package, every coach, player, team and fan gets access to game-changing technology. This bundled solution is the single best way to make the biggest impact—and thanks to varying package levels, there's an option to fit every school's needs.



Fan Engagement

Connect with your fans anywhere and anytime by providing livestreams, scores, highlights, tickets, stats, and rosters in a single location.



Recruitment

Tools that give athletes access to unmatched visibility, as well as the ability to contact recruiters, plus organize and prioritize their recruiting journey.



Operations

Streamline your organization's operations, build deeper connections with parents, coaches and athletes, and amplify the trajectory of your organization. *(Coming Soon)*



Performance

Video and data combine to drive analysis and collaboration, resulting in improved preparation and performance.



Capture

Smart cameras capture and deliver the video needed to power every part of your organization.

Visit hudl.com/go/hs-booklet/highschool to learn more about athletic department packages.



