

Everything CourtSpark gives your players — on one page.

Player experience, PlaySight SmartCourt capabilities, facility value and the court-side advertising engine that pays for it all.

Important: Some capabilities shown are planned for future releases and may not be available at every launch. Feature availability depends on court configuration, package level and install timing.

For the player

Every point recorded	Multi-angle court cameras capture every rally automatically — nothing to set up, nothing to press.
Instant on-court replay	Tap the court screen or your phone to rewatch the last point seconds after it ends.
Automatic highlight reel	An AI-built recap of the match is ready before players leave the court.
Share in one tap	Branded clips straight to TikTok, Instagram, WhatsApp or the club group chat.
Live scoring on screen	Score, serve and game state on the court display so nobody argues the count.
Shot and movement stats	Speed, placement, rally length, court coverage and heat maps for every match.
Progress over time	Player profiles track improvement across sessions, leagues and seasons.
Coach and clinic tools	Coaches annotate clips, build drills and assign homework to each player.
Friends and family can watch	Low-latency live streams — public, member-only or fully private per court.
Tournament-ready	Streams, brackets, replays and sponsor moments for league nights and events.

PlaySight SmartCourt capabilities

SmartCourt multi-camera system	Up to 6 fixed court cameras with automatic production — no operator required.
Line-calling and call review	Ball-tracking review of close calls so players and officials can settle a point.
Video analysis suite	Frame-by-frame, side-by-side and slow-motion comparison for technique work.
Live streaming and broadcast	Court-to-cloud streaming with scoreboard overlays and club branding.
Player app and cloud library	Every session stored in the cloud and available in the player's app.
Coaching and academy tools	Drill libraries, telestration, player groups and shared feedback loops.
Match and practice analytics	Shot classification, rally statistics, serve data and performance trends.
Multi-sport support	Pickleball, tennis, padel, basketball and volleyball on the same platform.

For the facility

New revenue, no capital risk	Advertising and sponsorship revenue offsets — and often exceeds — the cost of the system.
Higher court utilization	Smart courts book faster and keep leagues, clinics and open play full.
Member retention	Players return to the court where their video, stats and highlights live.
Marketing content engine	Endless authentic clips of your members for social, email and recruitment.
Managed screens and support	Remote monitoring, proactive alerts and a support portal with SLA-backed response.
Screens without cameras	Social areas, lobbies and pro shops can run display-only screens for the same ad network.

The advertising engine that pays for the court

- Court-side screens run a rotation of local, regional and national advertisers between points and during replays.
- Typical single-court inventory: 10–14 open hours a day, a 60-second rotation and 6–8 advertisers per loop.
- Impressions are priced on a premium DOOH basis (roughly a \$12 CPM) with reporting by club, screen zone and daypart.
- Local packages start around \$150/month; regional flights run \$25k–\$200k per quarter; national programs scale from there.
- Clubs keep a facility-favorable share of local advertising revenue on a simple month-to-month agreement.
- Category exclusivity is available so a competitor cannot appear on your screens.

Zone	Size	Use
Full screen	1600 × 900	Hero spot between points and during replays
Side rail	295 × 900	Persistent vertical brand presence
Bottom banner	1600 × 155	Always-on logo / message bar
Corner tile	295 × 155	Score-adjacent logo lockup

From first call to first sponsored rally

Step 1	Network readiness check and site walk (photos or video of each court).
Step 2	Install scheduling — cameras, players and screens mounted and calibrated.
Step 3	Staff training on daily open/close, safe reboot and support tickets.
Step 4	Advertiser onboarding: local sponsors sold, creative built and approved.
Step 5	Go live: players start recording, screens start earning.