



**FOR IMMEDIATE RELEASE**

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## **LEARFIELD SPORTS TAPS VOLAR VIDEO AS NEWEST PARTNER**

**PLANO, Texas (Sept. 24, 2014)** – Learfield Sports announced today a multi-year partnership with Volar Video, the industry’s fast-growing customized video solutions provider selected as Learfield’s choice streaming software company for its nearly 100 collegiate partners.

As Learfield’s newest Preferred Solutions Provider (PSP), Volar Video joins a distinct collection of select technology partners – Phizzle, Think Social, LiveU – endorsed by the collegiate marketer’s content group. The relationship allows Volar immediate access to the collegiate institutions and conferences represented by Learfield, paving an entry for the Lexington, Ky.-based company to showcase its proprietary Production Truck<sup>®</sup> streaming technology.

“Volar has been doing incredible work with many companies in the sports world in a short amount of time, and we consider them a valuable PSP,” said Learfield Sports’ Senior Vice President and Chief Content Officer Joe Ferreira. “Their cutting-edge software and capabilities are exceptional, and we knew it would be a desirable product for our collegiate partners looking to bolster their video content and output.”

Volar provides collegiate conferences and institutions the innovative technology to broadcast High-Definition events complete with multi-camera switching, a full suite of customizable graphic overlays, instant and slow-motion replay, social media clip sharing (broadcaster and viewer generated), dynamic mid-roll ad insertion, and more, all from a laptop.

Through this partnership, Volar is providing its Production Truck<sup>®</sup> streaming software solution to all Learfield collegiate partners, enabling them to stream unlimited games, press conferences, coaches shows, and more in SD+ (up to 1.2 Mbps) for free, or in HD (up to 2.5 Mbps) for a cost-efficient monthly or annual rate. All live broadcasts are immediately archived and may be viewed in an institution’s video portal across multiple devices – from laptops to tablets to smartphones.

By using Volar’s revolutionary AdTrigger<sup>®</sup> technology to insert dynamic pre-, mid-, and post-roll video commercials, Learfield collegiate partners will be able to increase revenue and provide corporate sponsors and advertisers a new digital avenue to reach their fan base during live and VOD programming.

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## **Learfield Sports, Volar Video Establish Relationship/2-3**

“Volar is honored to be selected as a Preferred Solutions Provider for Learfield Sports and to be able to provide our Production Truck<sup>®</sup> streaming software to Learfield’s collegiate partners,” said David Bertram, CEO, Volar Video. “We are well-aware of the market landscape in collegiate athletics and the pressure institutions are under both financially and technologically to deliver a high-quality viewing experience for passionate fans. We are confident that Learfield’s partners will embrace Volar’s technology as a state-of-the-art yet cost-effective solution requiring significantly less investment in equipment and manpower to deliver on those expectations.”

Learfield and Volar have already enjoyed great success collaborating on the Mountain West Network, launched in 2013. Volar’s Production Truck<sup>®</sup> software provided the Mountain West and its 11 full-time member institutions the ability to broadcast over 1,400 events in one year. The network has been so successful, they received an Emmy Award for Technical Achievement after their very first year in operation. Additionally, Mountain West Sports Properties, a Learfield property, has benefited from significantly increased inventory to offer corporate sponsors and advertisers due to Volar’s AdTrigger<sup>®</sup> ad insertion solution. LiveU, another Learfield PSP, also contributed to the success of the Mountain West Network through the use of its bonded cellular technology to deliver the stable wireless signal necessary to stream MW Championship events in high-definition even from remote locations with no internet connection.

Ferreira added, “As we continue to grow and expand our content offerings, we see Volar as an integral ingredient in helping our partners extend their brand and reach more fans. It has always been our goal in building Learfield’s PSP program that we identify strategic partners in the content, technology and digital space that we can endorse and verify, making it a seamless process for the universities and conferences we are fortunate to represent.”

Aside from this agreement, Volar Video teamed up with Learfield’s SIDEARM Sports in April to provide NCAA DIII institutions free SD+ streaming.

### **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 computer and mobile platforms. Volar clients include the Mountain West, Sun Belt, Southland, and West Coast Conferences, Campus Insiders, the National Football Foundation, the National Junior College Athletic Association, TEAM 1 SPORTS, and many other collegiate and amateur sports organizations. For more information, visit [www.volarvideo.com](http://www.volarvideo.com).

**ABOUT LEARFIELD**

Since 1972, Learfield has developed trusted, long-term relationships with some of the most revered institutions and associations in the world of collegiate athletics. Learfield Sports' rights encompass all athletic department media and sponsorships components, including stadium signage and numerous content distribution platforms. Those platforms deliver the passion of college athletics over radio, television and digital networks to fans globally. This marks the seventh consecutive year for the company to title the prestigious Learfield Sports Directors' Cup. To learn more, visit [www.learfieldsports.com](http://www.learfieldsports.com).

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