



## LA DODGERS AND R/GA HOST SPORTS TECH EVENT CELEBRATING ACCELERATOR GRADUATES

*Night of Networking and Presentations Supports Downtown LA Sports Technology Community*

LOS ANGELES, November 10, 2016 – Today, the [LA Dodgers Accelerator with R/GA](#) hosted a night of networking at Cross Campus in Downtown LA celebrating the conclusion of the sports and entertainment themed program. The event provided a forum for showcasing the graduates of the innovation-driven Dodgers Accelerator and demonstrated the organization's commitment to revolutionizing how fans, athletes, and sports organizations intersect with technology. The evening also featured partners and mentors from the program, and local tech talent.

Five startups were selected to take part in the program, which provided them with in-depth engagement with the Dodgers' leadership, business units, and industry network as well as R/GA's award-winning strategic marketing, branding, design, and technology services. Now in its second year, the LA Dodgers Accelerator with R/GA further evolved the accelerator model, providing an increased focus on business development and partnership by matching companies with strategic partners prior to final selection.

As a result, today the kickoff of a new collaboration was announced between three of the program companies and several of the program partners. This pilot will feature the unique combination of Keemotion's autonomous video capture, ShotTracker's real-time on court analytics, and WSC's automated highlight creation tool using computer vision capabilities from Intel, and Fox Sports' content distribution network for the fans of NAIA basketball. This collaborative pilot will demonstrate the possibilities for sports media creation and distribution with little to no human intervention while incorporating player performance data and stats that create a new level of fan engagement.

The Dodgers Accelerator with R/GA Graduating Class:

- [Greenfly](#) transforms the relationships of organizations into powerful networks for content creation and distribution, and recently announced a \$6 million funding round led by

Iconica Partners.

- [Keemotion](#) is a fully automated content and production solution connecting coaches, teams, and fans with the arena. Our video production and content management system enables broadcast partners, teams, leagues, and coaches from around the world to produce, stream and share professional-quality HD video content live with the push of a button. From broadcast quality resolution for games to practice footage vital for coaches, Keemotions's patented system is designed to maximize both cost efficiencies and content monetization.
- [ShotTracker](#) with its innovative "ShotTracker TEAM" solution, affordably captures real-time stats for basketball teams, yielding powerful analytics for coaches, players and fans. ShotTracker recently announced a \$5 million round of funding that includes participation from Magic Johnson and David Stern.
- [Renegade](#) creates next-generation Sweat X branded sports detergent, stain and odor technologies, specifically engineered to meet the needs of today's high-performance sports apparel and gear, used at the professional, collegiate and youth sports levels. Renegade recently announced a \$5 million round of funding from Eldridge Industries.
- [WSC Sports](#) has developed a platform that creates personalized sports videos automatically and in real-time, helping sports leagues and broadcasters to engage fans and monetize their content.

"I couldn't be more proud of the work we've achieved in this second program. Each of the five companies have experienced phenomenal growth during the course of the accelerator and formed partnerships that will take them to the next level," said Dodgers' Chief Financial Officer Tucker Kain. "Facilitating in-program collaborations across multiple companies and our partners is proof of the power of our approach."

In addition to the highly customized partnership opportunities and in-depth engagement with the Dodgers' leadership and R/GA Services teams, the program facilitated introductions to external partners through participation in Roundtable events with industry leaders, helping the companies make actionable traction in developing pilots and scalable proof-of-concept initiatives.

Companies from the first Dodgers Accelerator with R/GA have gone on to collectively raise more than \$21 million in funding and have received more than 16 awards for their products.

"The companies are already benefiting from our unique accelerator approach," said Stephen Plumlee, Global Chief Operating Officer, R/GA and Managing Partner of R/GA Ventures. "Watching meaningful progress spring from the strategic relationships and consultative approach has demonstrated the strength of our new partnership-driven format."

For more information, visit [www.dodgersaccelerator.com](http://www.dodgersaccelerator.com) and follow [@dodgersaccel](https://twitter.com/dodgersaccel) and [@rgaventures](https://twitter.com/rgaventures).

### **About the LA Dodgers**

The Los Angeles Dodgers franchise, with six World Series championships and 21 National League pennants since its beginnings in Brooklyn in 1890, is committed to a tradition of pride and excellence. The Dodgers are dedicated to supporting a culture of winning baseball, providing a first-class, fan-friendly experience at Dodger Stadium, and building a strong partnership with the community. With the highest cumulative fan attendance in Major League Baseball history, and a record of breaking barriers, the Dodgers are one of the most cherished sports franchises in the world. Visit the Dodgers online at [www.dodgers.com](http://www.dodgers.com), follow them on Twitter [@Dodgers](https://twitter.com/Dodgers) and like them on Facebook at [www.facebook.com/Dodgers](http://www.facebook.com/Dodgers). For media information, visit [www.dodgerspressbox.com](http://www.dodgerspressbox.com).

### **About R/GA**

[R/GA](#), the company for the Connected Age, develops products, services and communications to grow our clients' brands and businesses. Founded in 1977, the agency has been a pioneer at the intersection of technology, design and marketing with work spanning web, mobile, and social communications, retail and e-commerce, product innovation, brand development and business consulting. R/GA has more than 2,000 employees globally with offices across the United States, Europe, South America, and Asia-Pacific and is part of The Interpublic Group of Companies (NYSE:IPG), one of the world's largest advertising and marketing services organizations. R/GA is a member of the [GAN](#) ([gan.co](http://gan.co)), a network of the world's most respected accelerators and organizations in support of the startup ecosystem. For more information about R/GA, please visit [www.rga.com](http://www.rga.com) and [@rgaventures](https://twitter.com/rgaventures).

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