Pixellot Names David Shapiro President of U.S. Youth Division

Former Steel Sports CEO & Positive Coaching Alliance Executive to Expand Automated Sports Production into Youth Sports Market

TEL AVIV, Israel (PRWEB) November 28, 2018 -- Pixellot -- the global leader in automatic sports production technology -- has named David Shapiro as the newest member of its management team, as the President of U.S. Youth Division and Head of U.S. Sales. He will spearhead the company’s focus on youth sports, a $15 billion industry in the U.S.

In his new role, Shapiro will set up a dedicated sales team and develop a content program that meets the needs of the youth sports industry as well as other sport segments. This will include direct sales as well as identifying new partnerships and channels.

The former CEO of Steel Sports brings with him nearly 20 years of experience in management, coaching, and corporate development in the youth sports arena. In addition to his time at Steel Sports, Shapiro spent 13 years helping build Positive Coaching Alliance, a national non-profit with the mission of developing “Better Athletes, Better People” and is currently a member of its National Board of Directors.

“By automating the video production process, every youth league and school across the country is going to have the opportunity play on the ‘big stage’ that very few programs were able to provide,” said Shapiro. “Youth sports brings families and communities together, and we want every moment to be captured to improve today’s experience and create memories that will last forever.”

Pixellot’s AI-driven technology streamlines the production workflow by deploying an unmanned multi-camera system in a single fixed rig, covering the entire field and delivering a stitched panoramic image. Advanced auto-production algorithms track the flow of play, identify highlights, create replays, and insert ads without human intervention.

Pixellot’s panoramic capture generates unique interactive content for mobile, web, and OTT platforms and is also being used for coaching and scouting purposes. The solution offers fans, players, and coaches intuitive tools to edit and share their own clips.

“When we decided to expand into the youth sports marketplace, our top priority was to find an industry expert. After a nationwide search, it was clear that David was the right person to lead this important division. With 1,000-plus Pixellot systems now in use in high schools throughout America, we’re poised to deliver dedicated solutions to the youth market,” said Pixellot CEO Alon Werber. “There is tremendous momentum right now for the addition of video into the educational and youth sports markets, and we are delighted to have David join our team to grow and consolidate Pixellot’s position,” added Doug Billman, President of Pixellot U.S.

Shapiro’s hire follows the latest $30 million investment round in Pixellot, which was led by Shamrock Capital Advisors, based in Los Angeles.

About Pixellot
Pixellot offers automated sports production solutions that provide affordable alternatives to traditional video capture, production, and distribution systems for professional and semi-professional sport events. Founded in
2013, Pixellot’s AI technology solution streamlines production workflow by deploying an unmanned multi-camera system in a fixed location, with additional angles as required, to cover the entire field, offering a stitched panoramic image. Advanced algorithms enable automatic coverage of the flow of play and generate highlights. Pixellot systems are deployed by broadcasters, production companies, clubs, federations, universities, high schools, sports portals, and coaching solution providers around the globe.

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