



## FREQUENTLY ASKED QUESTIONS - PIXELLOT

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### SPECIAL OFFER

**Hey, we heard this was free?**

We are providing the equipment, software, and services for 2 Pixellot Systems at no charge if your school does not already have them in your main basketball gym and football stadium. To make sure the system is properly installed in a short time period we are providing the installation services for a one-time fee of \$2,500. The NFHS Network has a network of installers in nearly all major metropolitan areas across the country, or we will try to work with a local installer that has done work at your school.

**Are there any recurring costs?**

No.

**How quickly will I get my Pixellot System(s) after we sign the contract?**

This is the most common question that we get asked. We are generally working on a “first signed-first served basis”. However, Schools and Districts that (1) get their contracts signed quickly, (2) provide the venue information needed, (3) work with us to schedule our installer, and (4) meet the school network requirements, are going to get their Pixellot Systems on as short a timeline as we can meet. Our lead times will be adjusted based on demand and inventory levels.

**Can we get more than 2 Pixellot systems right now?**

Right now, we are trying to meet enormous demand from schools all over the country. We receive large monthly shipments of Pixellot Systems from our global supply chain. For the time being, we are limiting schools to 2 Pixellot Systems to place in both the main basketball gym and football stadium. We are working on plans to allow schools that want more Pixellot Systems for outdoor venues to be able to do so before spring sports of 2021.

**Does the contract have to be for 5 years?**

The term has to be 5 years for us to be able to provide the units at no cost to your school. There is no obligation to your school or school district from a financial perspective beyond the initial installation cost. The 5 year requirement has been accepted by school districts all around the country.

### PIXELLOT SYSTEM

**What is the Pixellot system?**

The Pixellot system is a comprehensive hardware/ software solution that does the following:

- Automatically live broadcasts all games and events (including non-sports events)
- Automatically records film (for games *and* practices)

Once installed and calibrated, **no people are needed** to operate the system.



### What comes with the system?

- Camera head with weatherproof HD cameras
- Video Processing Unit (VPU) – computer that runs the Pixellot software
- Score device – integrates live scoring data onto video graphics
- Accessories kit – standard mounting hardware, protective cabinet for VPU, cables, and connectors

### What sports can we cover with it?

The following sports currently use automated production technology:

Football	Volleyball	Hockey
Basketball	Baseball	Field Hockey
Soccer	Lacrosse	Softball

All other sports (Wrestling, etc.) *at all levels* may be covered using a fixed-frame view that covers the full playing area.

### Can it cover *all levels* of sports?

Yes!

### Can we stream non-sports events?

Yes! You can cover non-sports (i.e. graduation) by setting a stationary fixed-frame view for the event.

### Will it work in our gym/ stadium?

The Pixellot unit is designed to work in **any venue – inside or outside** - as long as the following conditions are met:

- Camera head is at the midpoint of the venue (e.g. 50-yard line) with a full, unobstructed view of the playing area
- Computer has access to power, hardline internet connection, and is within 200 feet of camera head

### How do we start and stop events?

We will input your athletic schedules into our system for you, and your Pixellot will start and stop automatically for each event. You do not have to do anything.

If you do want to start or stop a game early, you may easily do so from your phone via our event management website.

### Does the score get into the stream?

Yes! The Pixellot system comes with a device to interpret scoreboard data and display it on the broadcast.

### Can we run advertisements during the game?

Yes! You may insert graphic watermarks onto your streams. As of now, it is not possible to run in-game advertisements with the Pixellot system.

### Will I have access to the recordings of games/ events?

Yes! You can access all recordings of games and events via our event management website.

### Can we add our own announcers to a broadcast?

Yes! There are a number of ways to do this using inexpensive audio equipment – [click here to learn more](#).

### How can our school generate revenue?

We have a variety of ways your school can earn revenue from subscription sales. You may also place your own advertisements in your broadcasts or on your school page and keep 100% of that revenue. Your sales rep will explain it to you in more detail.

### Do all events require a subscription to view?

All sports events require a subscription to view, and non-sports events are free to view. When consumers purchase a subscription pass they can watch any content they want across the entire Network (including playoffs and championships) for the duration of their subscription.



### Can I still do student-led broadcasts?

Yep! You can do “manual” productions in addition to your Pixellot productions. Our platform is compatible with most streaming software, or you can use our own streaming software, NFHS Network Producer.

## INSTALLATION AND MAINTENANCE

### How does it get installed?

Your one-time installation fee pays for a certified NFHS Network installer to mount the camera, set up the computer, and make sure the system is online before leaving. All you need to do is provide access to all needed venues and make sure the school network firewall settings are in place *before* the installation.

### How is the equipment set up in our venue?

The camera head needs to be placed at mid-court or midfield, at least 10 feet back, and high enough to view the playing field at about a 45° angle. The camera is powered by the computer, so you do not need to run power to the camera.

The VPU needs to be placed in the protective cabinet included with the system, and the cabinet should be mounted or placed somewhere easily accessible and as close to the camera as possible (no more than 200 feet). The VPU is connected to the camera head via Cat6 cables and must also be connected to power and hardline internet.

### What is the minimum required internet speed?

A hardline internet connection at the venue must have a minimum upload speed of 10 mbps.

### What if we don't have internet in our outdoor venue?

No problem. We supply a simple Point-to-Point device that can be installed at any outdoor venue to provide internet for the Pixellot system.

### Are there any other network requirements?

Yes. Please [click here to view our Pixellot Network Requirements](#). Your school's network should be configured *before* your system(s) is installed.

### What happens if the Pixellot unit gets hit by something?

If your camera head gets hit, bumped, knocked, or otherwise moved out of position, please contact our support team ASAP so we can develop a plan to adjust and recalibrate the unit.

### What happens if part of the Pixellot system malfunctions?

If you believe any part of your Pixellot system is damaged or in need of repair, please contact our support team.

### Who should we call for Pixellot support?

Please contact our support team (call 877.339.7529, text 404.334.7988, or email [support@nfhsnetwork.com](mailto:support@nfhsnetwork.com)) if you are having difficulties with your Pixellot system. If the issue is hardware related, it may be escalated to Pixellot's support team.

### Are we able to move the camera once it is installed?

No.

## COACHING TOOLS

### Can our coaches use Pixellot video in their coaching software?

Yes! Pixellot video is compatible in **any coaching software**.

Coaches may have the video **automatically** emailed to them after each game, and they can then easily upload the video into their coaching software.



For **Football**, the Pixellot system automatically breaks the game down into individual play clips to make it easier to use within coaching software.

We also have a **fully automated integration with VidSwap** coaching software – [click here to learn more](#).

#### **Can coaches use it to record practices?**

Absolutely. Coaches can use our **NFHS Network Playbook app** to schedule and record practices right from their phones.