



DIGITAL WORKBOOK

ICE HOCKEY SUMMER SERIES

The Basics

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PRESENTED BY



Cameron Binder

Senior Customer Success Manager

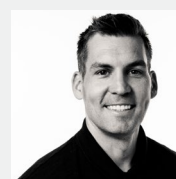
Cam Binder has been with Hudl for five years, spending the last four in the elite market. After getting his start in product support, Cam handles product engagement, customer sentiment, and market development efforts for the NHL, MLS, and all other elite North American hockey and soccer leagues. During his time at Hudl, he has been involved in the process design and launch of our NBA league exchange product and has also taken the lead on our user-facing product usage data and reporting. Cam is a 2015 graduate of the University of Nebraska.



Brenna Boulanger

Inside Sales Specialist

Brenna Boulanger has handled sales for our elite junior and some university hockey programs in North America for the past 2.5 years and is a key contributor to our hockey product development. Outside of work, Brenna is an Assistant Coach for the University of Nebraska Women's Club Hockey and Lacrosse teams. She is a 2015 graduate of the University of New Hampshire where she played Ice Hockey, and she also holds a Master's degree in Athletic Administration earned in 2017 from the University of Nebraska.



Evan Simovich

Account Executive

Evan Simovich has worked for Hudl since June of 2008 in an Account Executive role. While he has worked with teams from all sports and levels in that time, he focuses exclusively in the hockey market. Evan is another key voice in working toward the future of Hudl's hockey solutions. Evan has a background in basketball coaching, beginning at the University of Cincinnati. After earning his degree from Cincy, Evan first became a user of Sportscodel while spending three years on staff with Pepperdine men's basketball.

Why Develop Hudl Sportscore

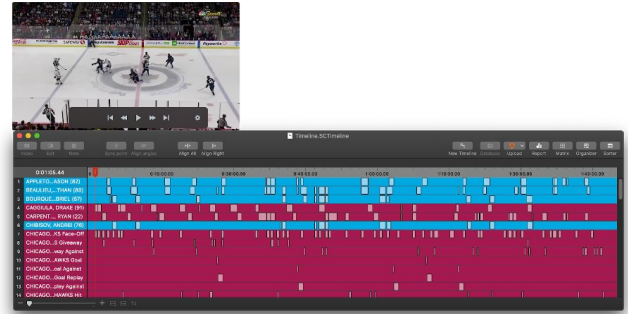
KEY TAKEAWAYS

Hudl Sportscore is a mac only solution. It's always our focus to stay on the forefront of technology. This particular operating system upgrade (10.15 catalina) is unique in that it requires all applications to be 64 bit instead of 32 bit. Developing a 64-bit version allowed us to offer a more powerful analysis tool.

Engineered for the long term, Hudl Sportscore was built from scratch with a completely new codebase. With a cleaner codebase we will be able to fix bugs and spin up new features faster than ever.

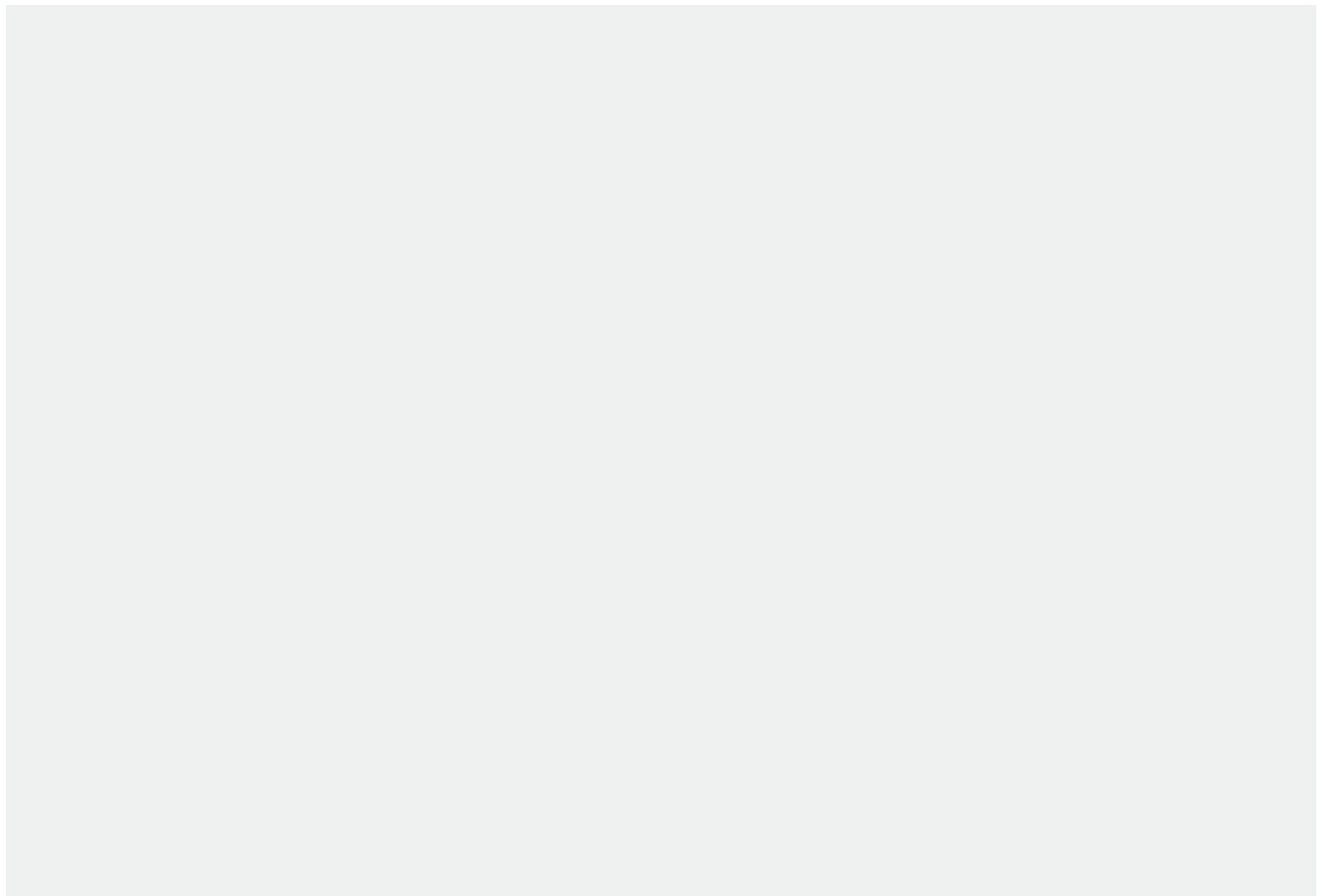
Hudl Sportscore also features a reimagined, more universal video player that easily adapts to multiple video formats. Long time users benefit from a visual, modern yet familiar facelift.

VISUAL



Dark Mode Timeline

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Hudl Sportscode v. Sportscode Classic: Visual Differences

KEY TAKEAWAYS

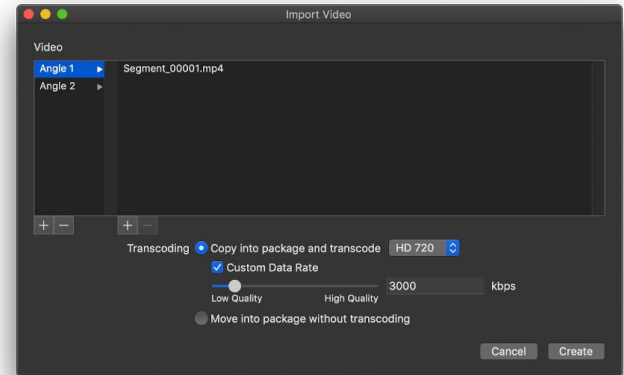
The aesthetic of Hudl Sportscode is comfortable yet innovative, centered on functional advancements. Most everything is in the same location as before, so you can jump in and easily operate the updated platform. Plus, as with most apps on Catalina OS, dark mode is now available in Hudl Sportscode.

Achieve better multigame analysis with improved databasing that aligns with traditional computing of databasing. The menu and timeline choices reflect the framework for multigame analysis, while simultaneously integrating with Hudl better and offering an import video function to replace the New Movie Package option.

Presentation tools are simplified by incorporating the sorter and organizer, with a comfortable layout. Drawing tools are now on the clip itself.

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VISUAL



Multi-Angle Import

New Language and Nomenclature

KEY TAKEAWAYS

Mostly the same language, but there are a few tweaks. Here are the ones to know:

Import Video. Replaces new Timeline/New Movie Package as the main way to bring video into Sportscode.

Playlist. These files refer to movie sorters and movie organizers. Both will now save as a .scplaylist file.

Timeline. Many had previously used “Timeline” to describe what was actually a full movie package. Specifically refers to the data timeline associated with a movie package.

Movie Package. A movie package is still the same in Hudl Sportscode as it is in Sportscode Classic, but the package contents are now much simpler. Packages will now be saved as .scvideo files, and you can rename them like you would any other file without worry of losing connection to the timeline.

NEW TERMINOLOGY

Old	New
New Timeline/New Movie Package	Import Video
Sorter/Organizer	Still used, but also use blanket term "playlist" (.scplaylist files)
Timeline	Still used, but specifically only for the data set of a movie package
Movie Package	Still used, but should be the go to for describing a full SC file (Timeline + Video), now saved as .scvideo instead of .scpkg

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When to Adopt Hudl Sportscore

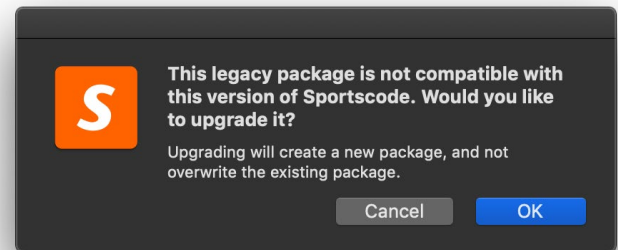
KEY TAKEAWAYS

Every team is different, but making the transition before the upcoming season is strongly advised. Consult with your team rep, and we'll help make sure you understand the full scope to make the best decision for your organization.

Keep these factors in mind:

- **Timing in relation to your season.**
- **How much time you need to convert old files.** Timelines and code windows must undergo a one-time compatibility change, which takes about 30-45 seconds each for timelines and 5 seconds for code windows. **As of May 14, organizers and sorters do not convert over.** You will need to database them and convert them as a timeline, then rebuild if you'd like.
- **What is your hardware and OS situation?** Are you getting new macs that may come with Catalina or do you plan on upgrading computers to the newest OS?
- Computers can break anytime throughout the year, **are you prepared to handle one coach being on a different version because their new computer can only be on a certain OS?**

VISUAL



Compatibility Warning

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How to Adopt Hudl Sportscode

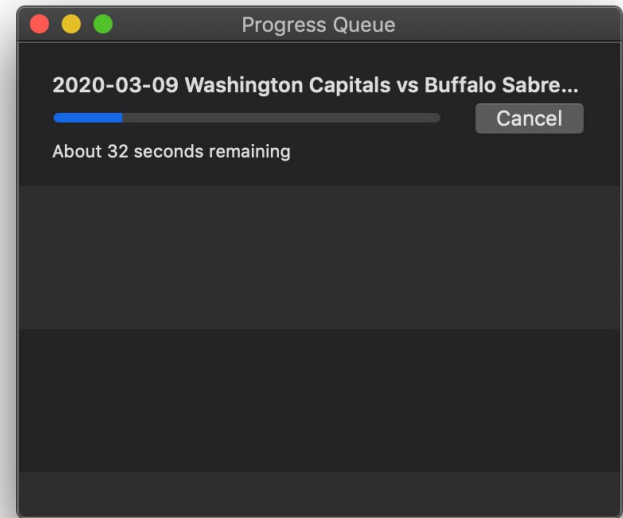
KEY TAKEAWAYS

No need to register again — your license codes are recognized by both programs. However, you should check your OS to insure all coaches are on 10.14 Mojave or 10.15 Catalina.

Migrate files you want to bring into Hudl Sportscode, including code windows, output windows, timelines and databases used by the entire staff.

We provide training and workflow mapping to get your staff prepared. Make use of our online learning portal, [Hudl Academy](#), and [tutorials](#) for every process.

VISUAL



Conversion Progress

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