



DIGITAL WORKBOOK

ICE HOCKEY SUMMER SERIES

How Hudl is Innovating Hockey

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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 Sportscode while spending three years on staff with Pepperdine men's basketball.

Hudl and Sportscode Integration

KEY TAKEAWAYS

Hudl has worked to be a full-service solution for advanced video coaches, great hockey minds on the bench, and talented players as well as front office and scouting staff. The integration of Hudl and Hudl Sportscode connects all types of organizations.

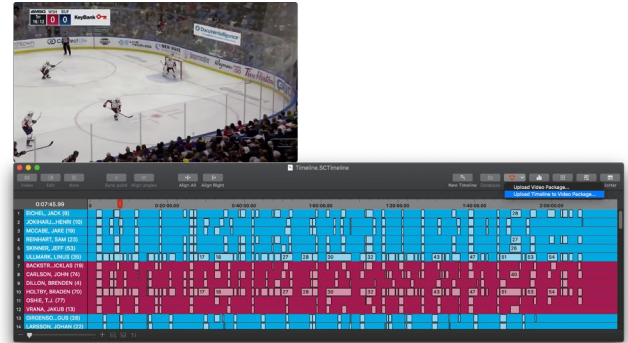
Share analysis on a secure platform so all team members have insights at their fingertips. It's easier and quicker than ever to push specialized work in Sportscode on to Hudl with a seamless flow from one product to the other. The "Open from Hudl" feature lets you download video and data directly from Hudl into a Sportscode movie package.

Plus, we're also working on an upload timeline function that will allow you to send data to your video in Hudl without accessing the website, and expect this to be available soon.

Lastly, Hudl self serve viewing activity tracking is here. Navigate to **Team > Activity** and you will be able to run a report on any date range you like to get a CSV file showing who watched what videos and for how long.

NOTES

VISUAL



Upload Timeline

RESOURCES

[Hudl & Hudl Sportscode Integration](#) (Hudl Academy Course)

[Hudl & Hudl Sportscode Integration](#) (Tutorials)

[Book a 1:1 Expert Chat](#)

Multi-Angle Capture

KEY TAKEAWAYS

IP capture is the future of video analysis. By utilizing IP capture in Hudl Sportscode, teams will be able to watch their data come to life in real-time on any angle.

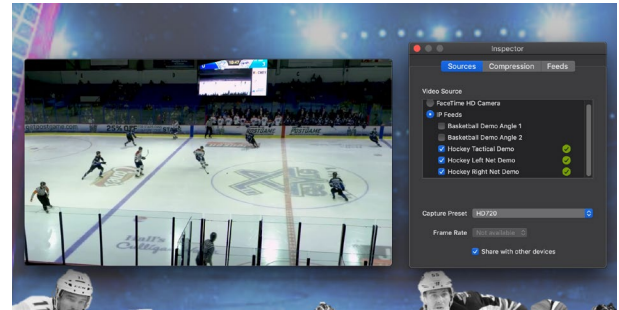
Video coaches will no longer need to run one computer per angle. Instead, users can capture all angles desired on just one device.

Playback flexibility in presentation tools allow you to quickly bounce back and forth between angles, and also let you preset which angle should show when a clip comes up.

Teams can opt to use traditional hard-wired capture with an encoder box.

NOTES

VISUAL



Multi-Angle Capture

RESOURCES

[Hudl Sportscode Video Capture](#) (Hudl Academy Course)

[Set Up Multi-Angle Capture](#) (Tutorial)

[Align Multiple Angle Timelines](#) (Tutorial)

[Book a 1:1 Expert Chat](#)

Drawing Tools

KEY TAKEAWAYS

New drawing tools in Hudl Sportscode mimic those on the Hudl platform. Bring your system to life by drawing right on the video whenever you need it. Playback will pause automatically on notes, and tick marks are present on the timeline to quickly navigate drawings.

Coaches can also use telestration tools in full screen for presentations. Coaches have the option to draw in a playlist file to save them long term or work in full screen for quick telestrations that disappear immediately.

RESOURCES

[Hudl Sportscode Presenting with Playlists](#) (Hudl Academy Course)

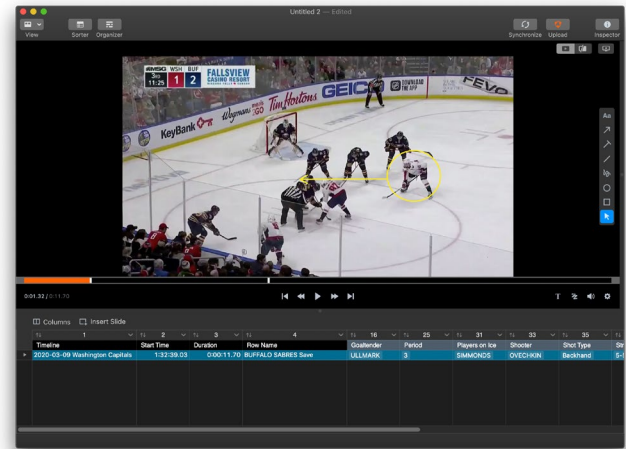
[Add Drawing to Sorter](#) (Tutorial)

[Add Drawing to Organizer](#) (Tutorial)

[Book a 1:1 Expert Chat](#)

NOTES

VISUAL



Drawing Tools In Use

Collaborative Coding

KEY TAKEAWAYS

The more you can do live, the better. Collaborative coding means multiple users can simultaneously input data into the same movie package.

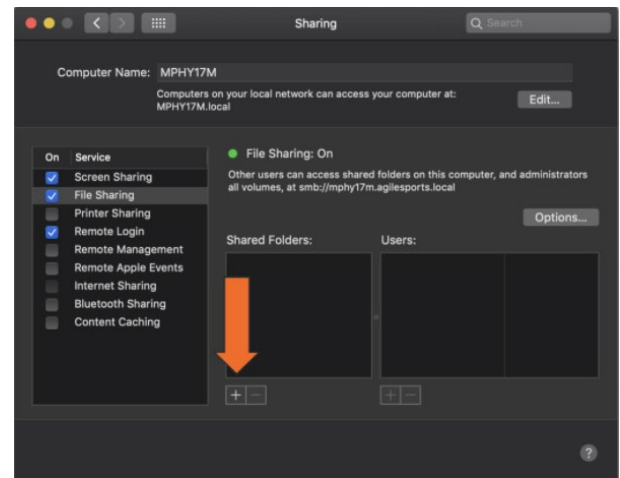
Although it was previously possible, it's now easier and more reliable to set up and share a file instantaneously to a team server or a public location.

RESOURCES

[Live Collaboration](#) (Tutorial)

[Book a 1:1 Expert Chat](#)

VISUAL



Live Sharing

NOTES

League Exchange

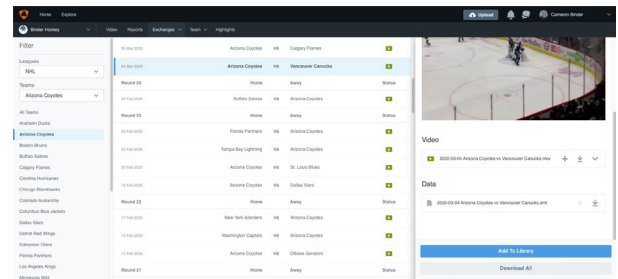
KEY TAKEAWAYS

For the past three years, our NHL league exchange has paired NHL hits data in a compatible XML format with video, creating a database of video and data at your disposal for scouting purposes.

In the NHL, our focus has now shifted toward speed, getting period files up faster and cleaner.

We're also striving to assist smaller leagues with the exchange product — **talk to us about getting this set up for your league.**

VISUAL



League Exchange Interface

RESOURCES

[League Exchange Resource Center](#)

[Book a 1:1 Expert Chat](#)

NOTES

Hudl Replay

KEY TAKEAWAYS

Connect up to four devices to share video between the bench, the locker room, and anywhere you want real-time feedback. Watch the live delay feed or filter clips by instances coded in Hudl Sportscodes.

Long-term, we're working towards two-way communication via notes.

The NHL ecosystem has proven to be a reliable environment to run Replay wirelessly. For non-NHL users, we would be happy to work with you to discuss what is needed to run it wired or wirelessly.

NOTES

VISUAL



Jets Using Replay on the Bench

RESOURCES

[Hudl Replay Learning Plan](#) (Hudl Academy Course)

[Hudl Replay Tutorials](#)

[Book a 1:1 Expert Chat](#)

ATV Cameras

KEY TAKEAWAYS

Our partnership with Automatic TV offers teams a smart camera solution for arenas and practice facilities. Capture action from whatever angle is most convenient for your team.

These cameras are IP capable, integrate with Hudl Sportscode seamlessly, and wirelessly capture multiple angles.

RESOURCES

[Live Collaboration](#) (Tutorial)

[Book a 1:1 Expert Chat](#)

NOTES

VISUAL



ATV Camera System

