



Case Study

APACHE JUNCTION HIGH SCHOOL SEES THE FIRST-PERSON PERSPECTIVE WITH GOPRO

APACHE JUNCTION, AZ – During spring practice, Apache Junction used the GoPro camera and the head strap on players during spring practice. After using it over a couple days of practice with players in different positions, the coaching staff reviewed a series of clips from using the camera and realized how much of a valuable coaching, learning and teaching tool the GoPro Hero camera is for our team. By having the ability to see what our players are looking at and reading pre-snap and while the play is going on, we were able to critique and coach techniques that we were never able to do before without the help of the GoPro camera.

This past June I brought the camera to our 7-on-7 passing league games, allowing our starting quarterback and other players to wear the camera on their head during the games. The footage was outstanding in HD and we were able to sync the footage to our game film from above the press box. The headstrap was very comfortable to every player that wore it. It was becoming very popular with our team, except there was only one camera to go around. Each game that we had a player wear the camera, coaches and players from other schools became interested in what we were using the camera for, etc. We told them about what we were doing and many coaches began to consider buying cameras for their team to use as well. Our plan at Apache Junction is to continue using the GoPro during summer scrimmages and practices and in the fall there is a possibility of mounting the camera to helmets in practice.

Using the GoPro is a great teaching tool for our entire football program as we are able to develop our players in a unique way unheard of before. We want to add another GoPro to our program, as we want to continue to find ways to be able to learn from the perspective of our players on the field. We feel that using the GoPro can be an important piece of revolutionary technology in the sport of football. The Apache Junction High School Prospectors football program wants to use the GoPro camera to better develop our players off the field and in the film room by having the ability to break down the anatomy of what happens on the field from a first-person perspective. Below is a link to a video of Apache players using the GoPro Hero camera during spring practice in May. <http://youtu.be/yQ1hxFAQbysk>

CoachComm, LLC is the established leader in providing winning solutions to athletic programs nationwide. CoachComm is the wireless sideline communications provider for 95% of Division 1-A colleges and thousands of high school and small college programs across the country. Based out of Auburn, Alabama and founded in 1991 by Peter Amos, CoachComm partners with industry leaders and offers the best sideline communications equipment and coaching tools available on the market today.

Scouting Report

Submitted by Customer

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Apache Junction Football Team
Apache Junction, AZ

Objective

Obtain the ability to see what players see before, during and after the plays in order to enhance coaching techniques.

Camera Used

GoPro

