



PARTNERSHIP ANNOUNCEMENT

THE TENNIS PROFESSIONAL ASSOCIATION AND SWINGVISION ANNOUNCE STRATEGIC INNOVATION PARTNERSHIP

Montreal, Canada (September 11th, 2024) – The Tennis Professional Association (TPA), Tennis Canada’s coaching development arm and a recognized world leader in coaching education, has announced a strategic innovation partnership with SwingVision, the world’s most portable, affordable and comprehensive A.I. driven solution for tracking and improving your tennis game.

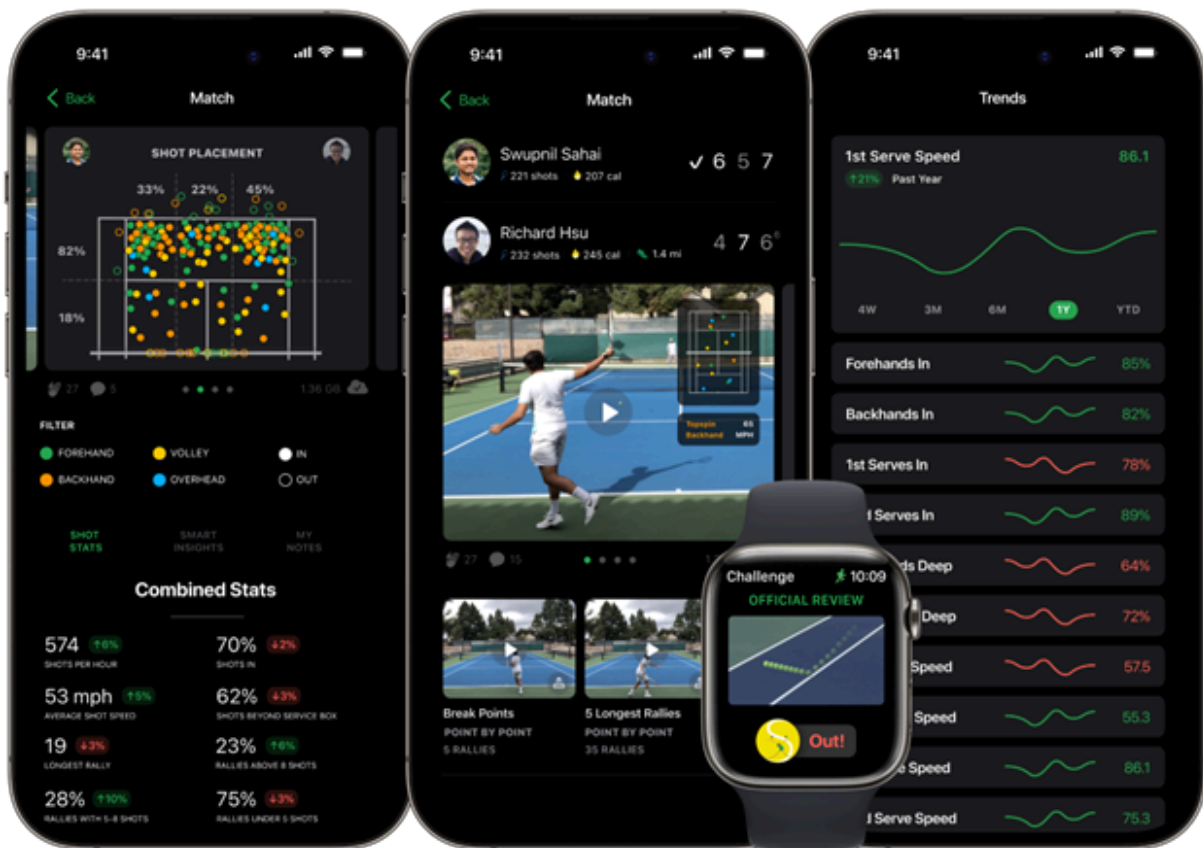
[SwingVision](#) is a mobile app that provides automated video analysis, stats, live streaming and line calling in real-time, all using just your iPhone or iPad. Featured in multiple Apple Keynote events and recognized as the Official Player and Ball Tracking App of Tennis Australia, the ITA, and the LTA, SwingVision was founded by A.I. experts from Apple and Tesla and its early investors include former ATP pros Andy Roddick and James Blake.

The partnership includes benefits for TPA coaches across both tennis and pickleball. Through this partnership, registered TPA members will receive a free SwingVision Pro trial and discount (will be available towards the end of September). Additionally, TPA Coach 2 and Coach 3 participants will be granted SwingVision accounts in order to incorporate shot tracking, data and video into their coaching education.

“We’re extremely excited to partner with SwingVision, an innovative company that is bringing video analysis from court to classroom using just a mobile phone,” said Marie-France Mercier, Director, Coach Education and Services. “The use of this app by TPA course participants, the greater TPA membership of coaches will have a tremendous impact on player development by accelerating the learning process with the use of video and supporting data.”

“SwingVision’s A.I. turns your smartphone or tablet into a personal tennis coach and line judge that you can bring with you to any court,” said Swupnil Sahai, CEO of SwingVision. This comprehensive, portable solution will elevate the on-court experience for TPA members. Coaches will be able to easily track student progress and accelerate development through seamless video review. We’re delighted to partner with Tennis Canada on this initiative.”

[Click Here for a Video Preview of SwingVision](#)



SWING
VISION

For more information about SwingVision, please visit: <https://swing.tennis/> or [watch this demo](#)
 For more information about the Tennis Professionals Association: <https://www.tpacanada.com/>
 For more information about Tennis Canada: <https://www.tenniscanada.com/>