

Volar Chosen As Streaming Partner Of SBC

Written by Staff Reports

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The Sun Belt Conference announced today a partnership that will make Volar Video the Official Video Partner of the conference and this week's SBC Soccer Championship will be the first league event to use the streaming service.

"The Sun Belt Conference is very excited to be teaming with Volar Video for our web streaming services," said SBC Commissioner Karl Benson. "Volar features cutting edge technology that will provide a first-class viewing experience for SBC fans."

The partnership will result in Volar being the sole provider for Sun Belt Conference live streaming events. Sun Belt fans can expect to see numerous league championships use Volar's innovative streaming service.

"We are very pleased that the Sun Belt Conference has chosen Volar as its Official Video Streaming Partner for all of the conference's championship events and are excited to welcome them to our growing stable of college clients," said David Bertram, Chief Sales and Marketing Officer of Volar Video. "The Sun Belt is embarking on an exciting new era and we are proud that our technology will help them achieve their goals of enhancing the student-athlete experience and extending the Sun Belt brand to new audiences."

ABOUT THE SUN BELT CONFERENCE

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The Sun Belt Conference is a member of the 10-league alliance of the Bowl Championship Series and soon-to-be College Football Playoff. The Sun Belt Conference is playing the 2013 football season with eight members – Arkansas State, Georgia State, Louisiana-Lafayette, Louisiana-Monroe, South Alabama, Texas State, Troy and Western Kentucky University. UALR and UT Arlington compete as non-football members. Come the 2014 season, the Sun Belt will have four new members in the league as Appalachian State and Georgia Southern were recently added as all-sports members and Idaho and New Mexico State have been added as football playing members.

The conference also recently unveiled its new logo and brand after a nearly yearlong examination of the impact, sustainability and core values associated with the Sun Belt Conference. “Together We Rise” is the new mantra for the conference and it is the foundation and essence of the contemporary logo that the league will now be identified with.

The Sun Belt Conference is headquartered in the Mercedes-Benz Superdome in downtown New Orleans.

For more information, go to www.sunbeltsports.org.

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ABOUT VOLAR VIDEO

Volar Video is a digital video technology company whose proprietary software and production platform enables clients to broadcast and monetize events in high quality with custom graphics and ad insertion. Led by an experienced team of production, technical software, marketing and sports executives, Volar Video delivers customized video solutions across television, computer and mobile platforms. Volar Video has offices in Lexington, KY and New York.

For more information, visit www.volarvideo.com.