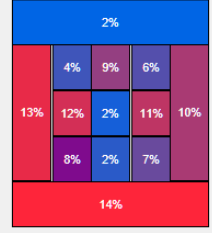


DARTFISH coaching tools make the Invisible-Visible!



1st Pitch Data				
Pitch Type	Strike Swinging	Strike Called	Chased Pitch	Ball in Play
Back Curve	1 / 20%	4 / 80%	0 / 0%	0 / 0%
Change Up	2 / 4%	18 / 33%	0 / 0%	2 / 4%
Curve Ball	21 / 9%	69 / 31%	2 / 1%	32 / 14%
Drop Ball	5 / 3%	46 / 27%	0 / 0%	20 / 12%
Drop Curve	-	-	-	-
Fast Ball	1 / 17%	1 / 17%	0 / 0%	0 / 0%
Rise Ball	18 / 11%	22 / 13%	1 / 1%	31 / 19%
Screw Ball	4 / 3%	53 / 38%	0 / 0%	7 / 5%



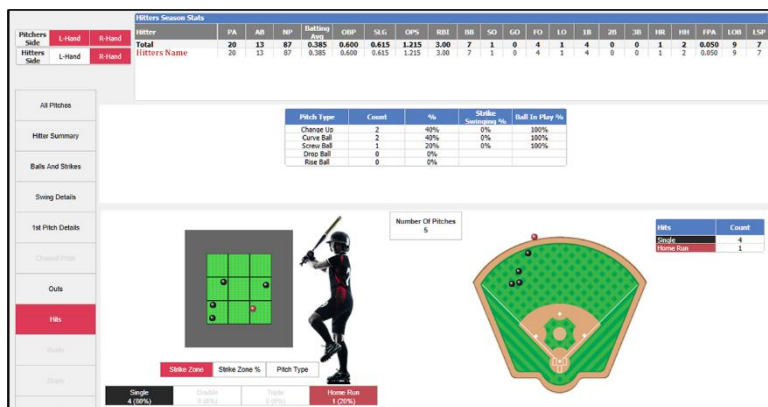
I have never met a coach that didn't want a clear advantage going into competition. The ability to get that edge by having better athletes than your competition doesn't really exist in today's world, especially in tournament play. **To get the EDGE today,** requires coaches to work differently with their players using information technology and visual teaching techniques.

In this column we will be discussing a toolset that can provide your program **this EDGE**. It provides unique ways for coaches to visualize pitch data, not just calculated statistical metrics but unique views into information that can be used towards player improvement plans or game planning against opponent players.

Another benefit of the toolset is the way it integrates the actual pitch video into the visual reports. Visual teaching through video is a very effective way for coaches to communicate with their players. The toolset provides unique methods to view and distribute pitch video playlists that can be viewed in team meetings or shared with the players to view on their mobile telephones.

LET'S DISCUSS PITCH DATA ANALYSIS: Data metrics has always been an important part of evaluating a player's performance in baseball and softball programs. It is common practice to publish statistical metrics through the data captured by scoring apps, or by sophisticated electronically charting tools. Statistical indicators such as Strike Percentage, Batting Average, WHIP, OBP%, SLG% and other calculated metrics have been used for years to determine the performance of players.

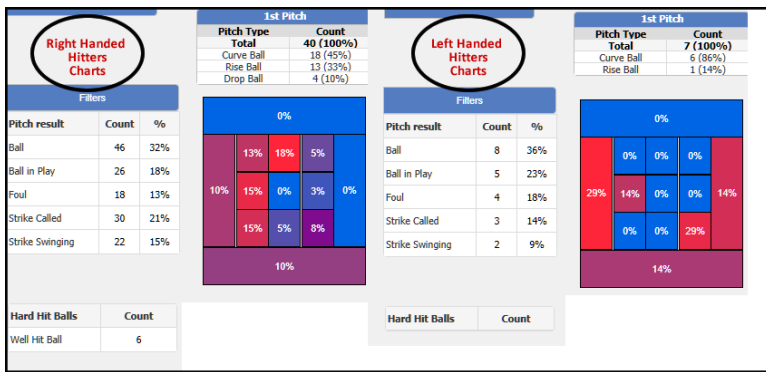
Although these metrics are clear statistical indicators of performance, they do not provide coaches any insight on a player's performance or tendencies based on pitch types, pitch location, velocity changes or results based on pitch counts. This is the type of data that helps coaches develop the skills of their players or provides tendency information to game plan against opponent players **making the invisible information visible**. Let's look at a couple of reports that the Dartfish toolset produces.



The report to the left is a sample of a hitter's performance report. Coaches can filter the database by pressing buttons that allow them to select teams, hitters and key performance areas such as when the hitters swing at the pitch, chase a pitch or when they get a hit.

Based on these selections, the report will show the pitch type, pitch location and results of the pitch including hit results if the ball is put in play.

For example, by selecting the key performance indicator **"HITS"** the coach can quickly see the pitch type, and pitch location this hitter likes. They can also see from the hit location diagram that this hitter pulls most hits. Having this information provides coaches the ability to develop a specific practice plan for this player to improve their hitting skills.



Another unique data report that the toolset provides is our pitcher and hitter tendency reports. The report to the left shows a pitcher's tendency report. This report provides specific insights into opposing teams pitchers, allowing coaches to determine predictive pitch type and location patterns in specific pitch counts. Pitchers tend to be predictive when they need to throw strikes.

VISUAL TEACHING OR VISION TRAINING: So how do coaches use this information to provide visual teaching or visual training content to players. Video is a great teaching tool. The basic challenge for coaches is to get the proper content to teach from. The ability to get to the actual pitch video content based on the reports provides this function.

It is as easy as pressing one button on the report page to generate a smart video playlist that can be shared and viewed by players either in a coach's review meeting or reviewed remotely by the player on their mobile telephone.

Besides the integration of the video with the data reports, coaches will sometime want to generate specific highlights on plays in a game or series. The toolset allows coaches to select plays in the game and review those in team meeting using drawing tools to illustrate specific points. If coaches want to share this video with players to review after the meeting, they can add voice-overs and share the video to the players mobile phone. These tools can be integrated into the vision training programs of my co-author of this column Tony Abbatine.

Chuck Wilmot is the director of baseball-softball operations at Dartfish. Several years ago, he had the idea of taking the principles of today's modern business intelligence platforms and applying the principles to pitch data. He is the creator of all the Dartfish baseball-softball charting tools and visual data reports and has authored many papers and articles on using visual analytics reports and visual teaching principles through video.

For further information on the Dartfish baseball-softball products please contact him by email chuck.wilmot@dartfish.com