



## STEVA A-D Frequently Asked Questions

### **Q What is STEVA A-D?**

STEVA A-D is the first affordable non-sport specific video analysis software. STEVA A-D allows users to easily & quickly customize the software as they desire then copy digital video to their computer. Either during the game or after, the user can edit, review and store whatever portions of that video they feel is important to show players, coaches or fans.

### **QI thought video analysis was only useful for professional teams.**

No, visual feedback is an extremely useful teaching tool for players of all ages and levels. The reason it has historically been limited to professional teams is the cost associated with existing systems and the sport specific nature of previous products.

### **Q How does STEVA A-D help coaches?**

STEVA A-D allows coaches of any sport to show individual players what they are doing well and what requires improvement. Coaches can show team tactics, what players are doing right and why breakdowns occur. Coaches can also use STEVA A-D to scout opposing teams or potential recruits and build motivational movies or highlight movies.

### **Q I have never used video analysis software before why should I start now?**

When video analysis was first introduced at the professional level, it gave teams an advantage over opposing teams not using it. Now, any professional team not using video analysis is at a disadvantage. Amateur teams can use STEVA A-D as a tactical tool, just like the pros but even more advantageous is the ability to SHOW players what they are doing, both right and wrong. Most coaches at a college or university level currently use video analysis, it is typically a long, painstaking process requiring 2 VCRs and 3 to 4 hours per game.

### **Q How easy is it to use?**

STEVA A-D was designed to be extremely user friendly. Most users can get up and running within 10-30 minutes and fully proficient after a couple of games.

### **QI already use video but I only review the game tape what can STEVA A-D offer me?**

STEVA A-D allows a coach to select out specific moments or "events" in a game, multiple games or practice, save them and show them to a player or the team in an effort to get a point across. Coaches can perform a more detailed, higher quality analysis in half the time or less.

### **Q What kind of "events" can I select?**

STEVA A-D is completely customizable, users can specify their own events or they use the preset events already programmed in the system. Events have an unlimited number of sub-events that allow the user to "filter" the video as much or as little as desired.

**Q What else does STEVA A-D do?**

Users can track type of events as well as any particular player or group of players they wish. The analysis can be generic or extremely specific; it's up to the user. Once the recording step is complete the user can then review any or all the events they have marked on the computer, sort events based upon any or all criteria. The user can review an individual game or multiple games and can save custom built movies to show what they deem important. These custom movies can be saved on the computer, sent back and stored on the digital video camcorder or saved in DVD format for burning to a disc. The user can add music and special effects, right within the program. Still shots can be saved as pictures that can be drawn upon then printed or added into the custom movie.

**Q What kind of hardware do I need for STEVA A-D?**

STEVA A-D works on either a windows based laptop or windows based desktop. A P4 processor or equivalent with a Windows XP operating system is recommended. A Mini-DV camera is necessary as well as a DV In/Out (Firewire) port on your computer. A recommended system is specified on the product page.

**Q How much does STEVA A-D cost?**

For the purchase of 3 licenses or more, STEVA A-D sells for \$850 CDN or \$750 USD. For organizations wishing to purchase one or two licenses, the cost is \$1800 CDN (\$1500 USD) for the first license and \$850 CDN (\$750 USD) for the second license.

**Q Is there a Demo available?**

Yes, there is a downloadable demo available from our website at  
If you have any other questions, please feel free to email us at

[www.stevasports.com](http://www.stevasports.com)

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