



Capture An Athlete Being Great: SportXast Launches Athlete Channel as a Simple Way to Capture and Manage Highlight Video

LOS ALAMOS, NM, UNITED STATES, March 17, 2017 /EINPresswire.com/ -- SportXast, creator of the SportXast app that captures video highlights with its patented capture process, announced its Kickstarter campaign to unveil its new Athlete Channel. The Channel offers parents, coaches and fans of athletes an automated way to share, tag and build highlight reels from video highlights taken with the app.

The Athlete Channel saves parents and coaches time by automating the process of capturing and organizing athletes' video highlights. Hours of video are taken every year at youth sporting events across the country, but very little of that video is ever edited and shared because of the time and learning curve required. For athletes who aspire to play a sport in college, a request by a college coach for video and highlight reels is expected. Yet, according to Active.com, only 2-3 percent of athletes have video organized and ready to send when asked.

"It's not easy to capture your athlete's top plays of a game, season and career without filming and editing a significant amount of video. At SportXast, we have removed as much time, editing and expense as we can from the process, stated Founder and CEO Molly Cernicek. "The seamless automation between capturing exciting video highlights of an athlete in action and being able share those highlights on game day or find favorite plays 6 months later, makes the Athlete Channel the ideal solution for managing an athlete's video highlights." A convenient feature in the Channel is the highlight reel tool. "Instead of spending hours building a highlight reel, athletes can put one or several reels together in minutes showcasing their best plays. They can be ready for a request from a college coach or from their grandparents."

For further information, please visit: <http://sportxast.com/>

Molly Cernicek
SportXast

The image shows a promotional graphic for the SportXast Athlete Channel. At the top, the SportXast logo is displayed with the tagline "CAPTURE AN ATHLETE BEING GREAT". Below the logo, a computer monitor displays a user profile for "KELLY CAMPBELL" with tabs for "HIGHLIGHT REELS", "GAME CLIPS", and "ABOUT". The profile includes a "FOLLOW ATHLETE" button and sections for "MY HIGHLIGHT REELS" and "CONTACT INFO". A smartphone in the foreground shows a video highlight of a soccer player in action, with a hand pointing at the screen.

Highlights captured with the SportXast app automatically copy to the Athlete Channel where athletes can create highlight reels in minutes and share their channel with family, friends & college coaches.

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This press release can be viewed online at: <http://www.einpresswire.com>

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