



Teams participating in the SOCAL Soccer League are eligible to receive (1) FREE sideline camera and (1) PRO subscription for the first person who checks out.

Torrance, CA (April 10, 2026) – SOCAL Soccer League is thrilled to welcome Trace as its new Official Sideline Video partner.

Trace, established in 2011, is revolutionizing the use of video by leveraging AI technology to seamlessly identify, follow, and spotlight each player on the field, automatically delivering a personalized playlist of individual highlights for every player after each game.

Additionally, Trace cameras are specifically designed to provide enhanced viewing experience, allowing parents, coaches, and scouts to zoom in and follow a player throughout the match. Account users can also rewatch their plays, use video to develop their skills, and share highlight playlists with friends, family, and recruiters.

In a landmark move, SOCAL and Trace have joined forces to offer every team carded competing in the SOCAL Soccer League, with a complimentary sideline camera and one PlayerFocus™ Pro subscription. Instructions on how to claim a team camera will be made available in July 2026 after all teams have been registered for the 2026/27 season.

“Over the past few years, sideline cameras have become a staple for many teams, but a large gap still exists at varying levels”, said Michelle Chesters, Executive Director of SOCAL. “Our partnership with Trace is a step towards bridging the gap, allowing more teams the ability to analyze plays, sharpen tactics, increase accessibility to new technology, and showcase themselves to a collegiate audience. We are excited for the opportunity and added value this provides to our membership.”

“Trace is proud to partner with SOCAL Soccer League to help redesign the soccer landscape across the league”, stated Gentry Contreras, Director of Strategic Partnerships, Trace. “By providing automated video to players, coaches, and parents, we are supporting SOCAL’s mission to unlock potential within every community and create a more rewarding experience for the entire SOCAL soccer family.”

SOCAL will also utilize Trace camera footage as its “eye in the sky” to support league operations and review processes. As part of this initiative, any video submitted to SOCAL for review (additional details to follow prior to the start of the SOCAL Fall season) must be captured using a Trace camera, as SOCAL staff will have league-wide access to the platform. This enhanced visibility allows SOCAL to effectively extend its presence across all matches, ensuring greater consistency, transparency, and support throughout the league.

About Trace

Trace is an AI video highlights company focused on capturing life’s most important memories. Trace PlayerFocus™ seamlessly identifies, follows, and spotlights each player during the game, automatically delivering a playlist of highlights with your player—front and center. Every week, Trace captures over a million highlights from thousands of games, allowing players, coaches, and parents to rewatch plays, use video to develop skills, and share playlists with friends, family, and recruiters.