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SPALDING® and SHOTTRACKER® PARTNER TO ENGINEER NEXT GENERATION BASKETBALL TECH PRODUCTS

Dynamic basketball industry duo debuts first multi-player basketball tracking technology at CES 2016

BOWLING GREEN, KY (January 4, 2016) – [Spalding](#), the largest basketball equipment supplier in the world, today announces a multi-year partnership with [ShotTracker](#), the manufacturer of wearable technology for basketball. The first technology resulting from the partnership, a system that tracks real-time basketball performance stats in multiple-player environments, will debut at the 2016 Consumer Electronics Show (CES) in Las Vegas.

“A multi-player product has always been ShotTracker’s ultimate goal, and our partnership with Spalding is key to reaching that objective,” said Davyeon Ross, COO of ShotTracker. “This technology is a true industry benchmark because it captures stats on multiple players at the same time and there’s nothing like it on the market. While many competitors have attempted to automatically capture stats on multiple players in real-time, ShotTracker and Spalding are the only companies to develop a solution that is commercially viable for use at all levels of play.”

With technology from Ultra-Wideband (UWB) chip partner, [Decawave](#), this game-changing system is comprised of three components that communicate with each other to capture player and ball movement, in addition to court location. A small tag on each player’s shoe and the ShotTracker-enabled Spalding basketball connect with portable sensors placed around the court. The software generates a real-time shot chart for each player and automatically tracks other metrics such as possession, passes, assists and turnovers. Players and coaches can use this performance data to identify areas of strength and opportunity as well as inform game time strategy.

“For more than a century, Spalding has been a driver of innovation in the basketball category, and our partnership with ShotTracker signals our ongoing commitment on this front,” said Paul Sullivan, Senior Vice President and General Manager of Spalding. “Analytics are changing how sports are played and impacting the game on many levels. We believe this trend is a remarkable opportunity for basketball. From players to coaches to fans and recruiters, there are many constituents that will benefit from real-time information on player performance.”

This multiple player technology **will be available for preview at a state-of-the-art, 30' by 30' basketball court at CES starting Jan. 6th at the ShotTracker-Spalding booth #74212 located in the Fitness & Technology area.** While the new tech is demonstrating at CES 2016, the commercial product is set to be available for purchase Summer 2016. Consumers can find out more at [ShotTracker.com](#).

About Spalding

Spalding is the largest basketball equipment supplier in the world, and America's first baseball company. Spalding is the official basketball of the National Basketball Association (NBA) and Women's National Basketball Association (WNBA), the official backboard of the NBA and NCAA, the official baseball of the Little League World Series® and the official volleyball of the King of the Beach® Volleyball Tour. In addition to being the leading producer and marketer of basketballs, footballs, volleyballs and soccer balls, Spalding produces softballs under the Dudley® brand. The SPALDING® and DUDLEY® trademarks are owned by Russell Brands, LLC. For more information, visit www.spalding.com.

About Shot Tracker

You can't improve what you don't measure, which is why Davyeon Ross and Bruce Ianni developed ShotTracker. The brand aims to improve the performance of competitive athletes of all ages who participate in team sports. By developing innovative technology, ShotTracker motivates players to work harder, track performance, and generate data that positively impacts an athlete's game. The Overland Park, Kansas-based company, launched its first product for individual player training last year, and the technology is now used by some of the biggest names in basketball, including NBA shooting guard Klay Thompson and elite trainer Charlie Torres. For more information or to purchase a ShotTracker, visit www.shottracker.com.

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