POWERING THE FUTURE OF COMPETITION

ShotTracker® | **NAIA**

Home to 65,000 student-athletes at 250+ schools, the NAIA has held their Division I Men's Basketball National Championship in Kansas City for over 80 years. This major tournament embraced revolutionary change two years ago when it teamed up with ShotTracker to bring the power of elite-level analytics to coaches, players, fans, and broadcasters.

By giving coaches and players access to live stats — thereby enabling them to analyze their performances and adjust their strategies in real time — ShotTracker has positioned the NAIA at the cutting edge of competitive sports.

> **"THE NAIA IS PROUD TO CONTINUE MOVING THE NEEDLE FORWARD IN THE DEVELOPMENT AND USAGE OF TECHNOLOGY IN ATHLETICS."**
>
> **JIM CARR**
> *NAIA President & CEO*

COACHES + PLAYERS

With real-time access to instant analytics, coaches were able to make data-based strategic adjustments on the fly. During timeouts and halftime, they visually demonstrated the reasoning behind their decisions via the ShotTracker app, instilling their players with the confidence to execute plays as directed. After each game, players received detailed reports on their performance — actionable intel to take into the next round. Ultimately, the value of instant analytics proved immeasurable. Take it from UPIKE Bears Head Coach Kelly Wells, who's been using ShotTracker at the NAIA for two years running, "Our offense is kind of spread out, where we do a lot of dribble drives and things of that nature. ShotTracker showed us the sweet spots where we were scoring. Being able to generate a lineup from that information became a critical piece of our strategy."

> **"SHOTTRACKER SHOWED US THE SWEET SPOTS WHERE WE WERE SCORING. BEING ABLE TO GENERATE A LINEUP FROM THAT INFORMATION BECAME A CRITICAL PIECE OF OUR STRATEGY."**
>
> **KELLY WILLS**
> *Head Coach, Men's Basketball, University of Pikeville*

SCHEDULE A DEMO TODAY
SHOTTRACKER.COM/DEMO

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THE ULTIMATE FAN EXPERIENCE

Throughout the entire tournament, fans in any part of the world could access live stats and shooting charts that go beyond the kind of boxscore that you find in a broadcaster's app. The live 3D gamecast created an even more lifelike experience. And for the first time in the history of college basketball, fans inside the arena could hold their phone screens up to the action for an augmented reality experience, via **ShotTracker AR**.

**LEARN MORE ABOUT THE
TEAM APP**

**LEARN MORE ABOUT THE
PLAYER APP**

> "THE NATIONAL ASSOCIATION OF BASKETBALL COACHES IS ALWAYS LOOKING FOR NEW TECHNOLOGY, TOOLS AND INFORMATION THAT WILL HELP OUR MEMBERSHIP AND TEAMS GROW. SHOTTRACKER IS PROVIDING CRUCIAL TECHNOLOGY FOR COACHES AND PLAYERS TO EXCEL."
>
> **JIM HANEY**
> *Executive Director of the NABC*

ShotTracker drives competition and enhances every aspect of the game by delivering real-time stats and analytics to basketball coaches, players, fans and broadcasters. Through augmented reality and streaming advanced analytics, ShotTracker offers exciting new ways to engage with the action on the court. Get in touch today to discuss how ShotTracker can take your event to the next level.

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