



## **ShotTracker Adds Partnership with NABC to Strengthen Players' Game During Off-Season**

*Basketball Wearable Tech Company works closely with coaches to track player shooting stats*

**Overland Park, KS—August 3, 2015—**[ShotTracker](#), the wearable tech for basketball that automatically tracks shot attempts, makes and misses, is excited to announce its official partnership with the [National Association of Basketball Coaches](#) (NABC).

“The National Association of Basketball Coaches is always looking for new technology, tools and information that will help our membership and teams grows. ShotTracker is providing crucial technology for coaches and players to excel,” said Jim Haney, Executive Director of the NABC. “ShotTracker helps players improve through measurement, and with access to this shooting data, coaches can more effectively develop their players and make more informed game-time decisions.”

Committed to supporting basketball coaches on and off the court, NABC has named ShotTracker its ‘Official Wearable Technology’. This easy to use technology allows players to set goals, complete exclusive workouts and track their stats, all of which are particularly important during the summer off season. ShotTracker’s 2015 survey of NABC coaches confirms that top coaches would like to see more from their players during the off season:

- 94 percent agree the off-season is as important as the regular season when it comes to skills improvement.
- 91 percent wish their players focused more on fundamentals - like shooting - during the off-season.
- Only 32 percent are satisfied with the extent to which their players practice their skills enough during the off-season.
- Only 48 percent are satisfied with the skills improvement they see after the off-season.
- 91 percent wish they had more visibility to their players' off-season practice routines.

With the implementation of ShotTracker’s technology, coaches and players have access to stats not previously captured. This information is valuable to coaches at all levels. “Looking forward, [basketball technology] is the wave of the future,” said Bill Self, Men’s Basketball Coach at the University of Kansas. “If you’re not doing the things that other people are doing, or if you feel like it’s not for you, you’re going to get left behind”

Check out what the top NABC coaches are saying about the off-season here:

<https://vimeo.com/134639407>.

**About ShotTracker:** You can’t improve what you don’t measure, which is why Davyeon Ross and Bruce Ianni created ShotTracker. ShotTracker is a wearable tech for basketball that tracks makes, misses and attempts. It is comprised of a net sensor, wrist sensor, which slides into a wristband or compression

sleeve, and an app that work together creating a personal shooting profile for each user. Co-founded and headquartered in Overland Park, Kansas, Ross and Ianni develop consumer's technology for players who want to improve their shooting. For more information or to purchase a ShotTracker, visit [www.shottracker.com](http://www.shottracker.com).

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