

Hall of Fame Classic To Utilize ShotTracker Technology For Second Straight Year
ESPN Networks To Showcase Tech Startup's Real-Time Analytics

OVERLAND PARK, Kansas (Nov. 14, 2019) -- The National Association of Basketball Coaches (NABC) and [ShotTracker](#) today announced that the 2019 Hall of Fame Classic will once again utilize the startup's technology during this year's tournament. The 2019 Hall of Fame Classic powered by ShotTracker – which is operated by the NABC – will feature Butler, Missouri, Oklahoma and Stanford competing Nov. 25-26 at Sprint Center in Kansas City.

ShotTracker uses a connected game ball, player-tracking devices embedded into jerseys and sensors throughout the arena to deliver 70-plus unique and complete autonomous game statistics in sub-second latency.

The NCAA has granted a waiver that will permit coaches at the Hall of Fame Classic to use tablets in one-app functionality on the benches during live gameplay, which will allow them to analyze ShotTracker's advanced statistics and make real-time adjustments.

Last season's Hall of Fame Classic was the first-ever set of Division I men's college basketball games where access to real-time analytics was allowed on team benches via tablets during live action.

ESPN networks will also use ShotTracker's statistics in their live broadcasts of the Hall of Fame Classic, providing fans additional real-time insight into the performance of each team.

"The Hall of Fame Classic is the epicenter of innovation in basketball and we are thrilled to continue the partnership this season," ShotTracker Co-Founder and President Davyeon Ross said. "ShotTracker has been the beneficiary of the NABC's foresight and willingness to embrace technologies that improve the on-court product. We hope our gratitude is conveyed through the enhancements our technology provides to both coaches and fans who tune into the ESPN networks to watch the games later this month."

This spring, ShotTracker announced its first conference partnership when the Mountain West agreed to utilize the technology across each of its 11 men's and women's basketball programs. ShotTracker installed its technology in the practice and game facilities of each Mountain West school. During the summer, the Mountain West and ShotTracker announced the conference was granted a waiver by the NCAA Men's and Women's Basketball Rules Committee of Rule 10-4.2.d (men) and Rule 10-12.4.b (women), which will permit the use of electronically transmitted data to the bench for coaching purposes during regular-season conference games.

Last year the Hall of Fame Classic piloted "tech on the bench," which initiated discussions for the aforementioned waiver provision. After positive feedback from that pilot, 10 different conferences have applied for waivers to permit the use of electronically transmitted ShotTracker data for either their full season or postseason conference tournaments.

"ShotTracker is ushering in a new era of data and technology in basketball, and we're excited to continue partnering alongside them to move the game forward," said NABC Executive Director

Jim Haney. “Not only will ShotTracker be a tremendous asset to the coaches on the sidelines at the Hall of Fame Classic, but it will also enhance the fan viewing experience for those watching at home on the ESPN networks.”

About ShotTracker

ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts Davyeon Ross and Bruce Ianni. ShotTracker’s innovative system delivers 70+ unique game statistics and insights to teams, broadcasters and game partners with sub-second latency. ShotTracker is currently being utilized by 61 men’s and women’s college basketball programs spanning 12 conferences. Its partners include Nike, Adidas, Under Armour, Spalding and Wilson. For more information, visit ShotTracker.com

About the National Association of Basketball Coaches (NABC)

Located in Kansas City, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men’s basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today’s student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. For additional information about the NABC, its programs and membership, go to nabc.com.