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ShotTracker Secures \$11M Financing led by Evertz Technologies and Verizon Ventures

Funding will support accelerated product deployment across NCAA basketball conferences, expand remote live sports production in the cloud with 5G enabled tech for venues, clubs, leagues, and sports rights holders

Burlington, Ontario — January 14, 2021 – DDSports Inc. ([ShotTracker](#)), a revolutionary sports technology that captures rich performance data via sensors and provides statistics and analytics with sub-second latency, today announced an \$11M USD funding round led by Evertz Technologies Limited (“Evertz”) and Verizon Ventures. ShotTracker will use the funds to accelerate its deployment across NCAA Division I Power 6 Basketball Conferences, expand hiring, further key partnerships and enhance sensor capabilities and data capture for players, coaches, fans and broadcasters.

ShotTracker brings elite-level real time analytics to the court. The company’s patented technology tracks data in three parts: a ShotTracker-enabled ball, sensors on players’ jerseys, and court sensors that map the court in 3D. Data is processed through the company’s proprietary algorithm displayed on the ShotTracker app and dashboard and will also be integrated with Evertz cloud based live production solutions. The real time data can be used to automate camera productions from remote locations and can be licensed by media and sports data companies.

With more than 63 Division I men’s and women’s basketball programs and a growing relationship with Learfield IMG College and their partner schools, ShotTracker’s cutting-edge technology is well-positioned to deliver deep data and analytics as well as video, scoreboard and broadcast integration. For its media company and broadcast customers, it currently delivers experiential activations and crossover content opportunities distributed via digital and social platforms.

The Evertz partnership brings to ShotTracker a global leader in providing professional video/audio infrastructure and cloud-based solutions to content creators. The partnership with ShotTracker’s advanced real time analytics, will enable content owners to create tailored content for their audience across multiple platforms. With automated camera operations, advanced statistics, and cloud services, producers can augment live production by telling unique stories that enhance the audience’s experience (in-venue and/or the broadcast) while realizing additional revenue opportunities.

“Combining ShotTracker sensor data and our DreamCatcher™ suite of products will enrich live productions — on-premise and cloud-based — for broadcasters, leagues, teams, and fans.” said Vince Silvestri, Evertz VP of Software Systems. “We are excited to be working with the ShotTracker team to bring enhanced and personalized game experiences to fans everywhere.”

“As real-time data tracking and analytics become critical components for coaches and players, instantaneous and interactive delivery powered by 5G is critical,” said Michelle McCarthy, Verizon Ventures Managing Director. “ShotTracker’s real-time sports data will transform fan experiences, athletic performance, sports broadcast and more. We’re proud to invest in a team of industry veterans as they pave the way for data capture in game play to improve all areas of the sport.”

“The entire ShotTracker team is excited to have the opportunity of working with two such farsighted technology leaders as Evertz and Verizon Ventures, each of whom brings special capabilities to enable us to fulfill our vision of what truly real time statistics and analytics can mean,” said Bill Moses, ShotTracker CEO. ShotTracker Founder and COO, Davyeon Ross, added: “The impact of tying the cameras to the ShotTracker sensors, in cost savings and in the quality of unique content which then can be delivered, will be dramatic and literally game changing for the sports world.”

About Evertz

Evertz Technologies Limited (TSX: ET) designs, manufactures and markets video and audio infrastructure solutions for the television, telecommunications and new-media industries. Evertz provides complete end-to-end cloud solutions to content creators, broadcasters, specialty channels and television service providers to support their increasingly complex multi-channel digital, ultrahigh definition (UHD) and next generation high bandwidth low-latency IP network environments. Evertz' solutions enable its customers to generate additional revenue while reducing costs through the more efficient signal routing, distribution, remote production, monitoring and management of content as well as the automation and orchestration of more streamlined and agile workflow processes on-premise and in the "Cloud". For additional information, visit evertz.com.

About Verizon

Verizon Communications Inc. (NYSE, Nasdaq: VZ) was formed on June 30, 2000 and is celebrating its 20th year as one of the world's leading providers of technology, communications, information and entertainment products and services. Headquartered in New York City and with a presence around the world, Verizon generated revenues of \$131.9 billion in 2019. The company offers data, video and voice services and solutions on its award winning networks and platforms, delivering on customers' demand for mobility, reliable network connectivity, security and control.

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 and completely autonomous basketball stats and insights to teams, broadcasters and game partners with sub-second latency. ShotTracker is currently being utilized by 63 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

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