



5 QUESTIONS WITH:

DR. DISH

Describe how your product helps coaches, athletic directors or other sports industry professionals.

The new Dr. Dish CT brings professional training to your gym. With the integrated 15.6-inch touchscreen, coaches can choose from more than 100 team/individual workouts from many of the world's top basketball trainers, including DJ Sackmann, Jordan Lawley and Joe Abunassar. Their expert breakdowns and videos are available directly on the Dr. Dish screen.

What specific problems/challenges does your product solve?

By having on-demand access to expert trainers, the Dr. Dish CT solves many skill development challenges. It also creates genuine excitement among players.

We hear from coaches who say that developing talent and skill has always been a challenge. Specifically, replicating game-like scenarios within practices and training sessions is difficult within in a high-repetition setting. When coaches aren't present, there's no assurance that players are working on the right things — until now.

With the Dr. Dish CT, the skill development and training we provide replicates in-game training, which separates us from anything else in the industry. It's a different game when kids can practice like they play while receiving in-depth breakdowns. The accountability piece also is powerful. With the ability to upload detailed stats and analytics, coaches know exactly who's working and how they're progressing.

What sets you apart from similar products or competitors?

Innovation. With the Dr. Dish CT, we're taking interactive, on-demand training like P90X and Peloton and bringing it to the game of basketball. As technology evolves, we're committed to improving our products and solutions. By making our machines more user-friendly, tech savvy and versatile, we feel we're accomplishing just that.

We've been fortunate to work with top NCAA teams

(Duke, North Carolina, Florida), NBA teams (Miami Heat, Philadelphia 76ers, Cleveland Cavaliers), top-notch trainers (Drew Hanlen, DJ Sackmann, Jordan Lawley), and NBA players (Mike Conley Jr., Zach Lavine, Langston Galloway) who have all upgraded to Dr. Dish machines.

Talk about the unique ways coaches use Dr. Dish in practices to teach more than just shooting.

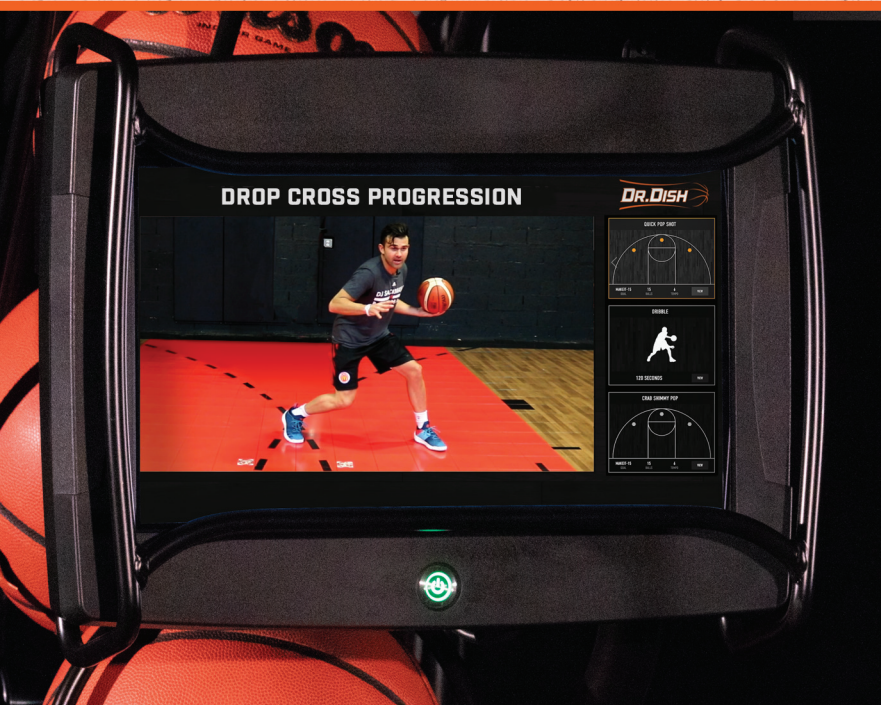
With the Dr. Dish CT interactive touchscreen and expert trainers on-demand, the opportunities are endless and extend much further than shooting drills. We've always been committed to building complete players rather than just better shooters. Within our Training Management System, we have more than 100 pre-made workouts including multiple drills. These drills include shooting, ball handling, conditioning, agility and strength training.

We've received hundreds of videos from high school and college coaches showcasing the Dr. Dish in use in a variety of ways even we didn't think of. That's the coolest part of the machine and our customer base. With the CT, the opportunities and possibilities are literally endless in how you can use the machine. Coaches can use the Dr. Dish to work on defensive closeouts, or their full-court transition game. We are changing the game, and this is just the beginning.

How have coaches used data collected by Dr. Dish to create better game plans or player improvement strategies?

The data collected by the Dr. Dish CT is captured in the Training Management System and provides each coach with a competitive advantage. In addition to tracking total shots and improvement metrics, the dashboard shows a heat map that can be sorted by player or group. We've heard from coaches who design plays for their best players to receive the ball in their "hot spots." We've also heard from coaches who discover on their heat map which players struggle from certain areas on the court. From there, they can design workouts that focus on improving that skill while keeping players accountable. Simply put, Dr. Dish CT builds skills faster. ■

THE NEXT GENERATION OF SHOOTING MACHINES



FOR THE NEXT GENERATION OF CHAMPIONS

THE FASTEST WAY TO DEVELOP SKILLS • TRAIN ALONGSIDE THE
EXPERTS • ACCESS TO HUNDREDS OF ON-DEMAND PLAYER AND TEAM
WORKOUTS • PROFESSIONAL TRAINERS AT YOUR FINGERTIPS, 24/7
• GAMIFIED EXPERIENCE MAKES TRAINING FUN

DR.DISH[®] CT

DRDISHBASKETBALL.COM/CT

ONLY AVAILABLE AT DR. DISH • PRE-ORDER TODAY: 844.722.1386