



# CASE STUDY

Dallas Mavericks

# THE CHALLENGE

The Dallas Mavericks are one of the most iconic teams in the NBA. There is perhaps no professional sports team more tied to the identity of their owner than the Mavs are to billionaire Mark Cuban. The Dallas-based NBA team is constantly battling not just to stay relevant but to gain an advantage on their competition. While many fans experience the team and players on the court, most of the hard work is done in facilities not-often seen by the public. So, during the summer of 2017, the Mavericks embarked on a makeover of their locker room, weight room, training rooms, and coaches' offices.

The problem centered around how to bring the most advanced technology available to sports scientists into one location. Cuban and his team wanted to design a one-of-a-kind facility that gave the players and staff more data to perform and the scientific backing to perform better.

# THE SOLUTION

The Mavericks designed their locker room and training facilities to optimize player health and wellness. They partnered with Gatorade to create a custom protein bar inside their locker room. They worked with sports physiology specialists to learn about the optimum level and hue of lighting that would help players reach their peak alertness during night games. They even studied the science behind supplemental oxygen and how this could help players perform better. The result is a state-of-the-art facility that more closely resembles a spaceship than a locker room.

One key feature of the space was a facial recognition camera system that catalogued when players and staff entered the facility. This helped coaches keep players accountable, and fed real-time information to the players to prepare for that day's workout or that night's matchup. This data was communicated from the camera system to a monitor that was encased in custom Clarus glass. This glass clad an entire wall with a custom cut-out for the TV monitor.

But that wasn't the only time the Mavericks turned to Clarus. In the locker room, they clad an entire wall with our Wall2Wall product, wrapping around a monitor that coaches use to share in-game analysis and adjustments for the players. In addition, the coaches' offices featured magnetic float glassboards for play diagramming, and the weight room got a branded Mavericks go! Mobile that the strength and conditioning coach uses to remind players of daily workout assignments and goals.