

Press Release



bwin launches “bwin Euroleague Playbook” iPad App

14 May 2012 – bwin, in association with Euroleague Basketball, has launched a unique iPad app providing fans, players and coaches with an unparalleled source of tactical analysis and interactive content on Europe’s most prestigious professional club basketball competition. The app is a further enhancement to bwin’s sponsorship of Euroleague Basketball.

The new app features exclusive Euroleague video content, allowing the user to watch and study the plays and tactics used by Europe’s b-ball elite. They can select and follow their favourite team or analyse strategies from the entire league.

The app brings a twenty-first century twist to the traditional tactics board used by players and coaches across the world. With the bwin Euroleague Playbook, plays can be drawn and customised with a swipe of the finger. Dig a little deeper and the user can compare their tactics with those of the pro coaches. As well as creating and editing their own plays, fans and budding amateur coaches will also have access to the bwin tactics community where they can share their own plays and check-out the strategies of other teams and coaches.

Commenting on the launch of the app Thomas Priglinger, Director of Mobile, Touch and Video at bwin said:

“With the development of this app we wanted to bring something genuinely new and valuable to the thousands of Euroleague followers. Like sports betters, basketball fans have a natural affinity with tactics and statistics and this app provides pro-level analysis to enhance their game. This fits perfectly with our strategy to build long-term integrated partnerships.”

Roser Queraltó, Chief Business Development Officer at Euroleague Basketball added:

“The development of this cutting edge app is a great example of the innovation and commitment that bwin brings to Euroleague.”

The bwin Euroleague Playbook app is available for free download from the Apple App Store at: <http://itunes.apple.com/at/app/bwin-playbook/id525005128?mt=8>

For more detail on bwin’s mobile products see: www.bwin.com/mobile

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