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## **DAVID STERN, JIM BOEHEIM, VERNON DAVIS & OTHERS TEAM UP TO LAUNCH SPORTSCASTR.LIVE VIDEO PLATFORM FOR SPORTS**

*Innovative & Easy-To-Use Platform Allows Any User to Create Professional-Level Live Sports Broadcast*

**New York, N.Y.** – A venerable group of sports executives and game changers announced today the launch of SportsCastr.Live, a pioneering video platform that redefines what it means to ‘call a game.’ SportsCastr.Live is a live streaming platform that allows users to be color commentators and enables viewers to select which sportscaster they wish to have call, recap or make predictions on a game.

Founding investors include David Stern, NBA Commissioner Emeritus; Jim Boeheim, Syracuse University Head Basketball Coach; Donald Schupak, former Managing Partner of the ABA’s Spirits of St. Louis; Vernon Davis, two-time NFL Pro Bowler and Washington Redskins tight end; Andrew Schupak, SGI MB CEO; and Eric Bechtel, IdeaQuest Founder. The company is led by CEO Kevin April.

“When it comes to game broadcasts, fans want what they want, on whatever device they want, whenever they want it.’ Now, SportsCastr.Live adds a whole new dimension by giving viewers another choice: announced by whomever they want...even if it is themselves,” said Stern. “This platform will redefine what it means to ‘call a game.’ Think about it: you can stream the game, watch it in VR, get real-time stats and info, etc. Now you can choose your broadcaster and that person has access to all the bells and whistles necessary to deliver a ‘network quality’ broadcast.”

SportsCastr.Live, which boasts adaptive bit-rate technology and ultra-fast delivery, differentiates itself from other live video platforms like Periscope or Facebook Live by offering sports broadcast features that used to only be available in a studio setting. This includes the ability for users to enhance their streams with real-time scoreboards, on-air motion graphics and augmented reality...making it look like they are live on TV, regardless of their location. Plus, all elements are clickable and interactive, allowing viewers to engage with the ‘broadcaster’ in ways never before possible. Sports fans are able to discover broadcasters from around the world and follow their favorite personalities.

Following his own live media event held on SportsCastr.Live to discuss re-signing with the Redskins, Vernon Davis said: “This platform is a real game-changer, and I’m so excited to be involved. I love it already, and it’s only going to get better.”

SportsCastr.Live is currently in public beta and is available for free on the iTunes App Store. Users can also access the platform via the web at <https://sportscastr.live/>.

The New York-based company recently completed an undisclosed funding round led by SGI MB.

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