



PRESS RELEASE

Reelway becomes exclusive livestream and video partner of MORGENSTERN BIS Baskets Speyer in BARMER 2. Basketball Bundesliga

Bonn, June 14, 2019.

Reelway GmbH from Bonn will be the exclusive livestream and video partner of MORGENSTERN BIS Baskets Speyer in the BARMER 2nd Basketball Bundesliga for the 2019/20 season. Reelway supports with its livestream and video management platform ReelCloud the livestreaming of all home games to the team's website and Youtube channel.

The aim of the cooperation is to stream all home games of MORGENSTERN BIS Baskets Speyer in the BARMER 2. Basketball Bundesliga ProB Süd in the 2019/2020 season simultaneously on the team's website and YouTube channel. For this purpose, the live stream and video management system ReelCloud from Reelway will be used.

Under the motto "Rise to the top", MORGENSTERN BIS Baskets Speyer have just achieved promotion from the first regional league to the BARMER 2nd Basketball Bundesliga ProB Süd and, true to their leitmotif, are already aiming to participate in the play-offs for promotion to the ProA league this season.

"Rise to the top" also applies in Speyer to the environment of the basketball team and so those responsible also place high demands on the quality of their live stream. Of particular importance to the club management is the image quality and a score graphic integrated into the livestream in the corporate design as well as a simple and fast operation, which can also be carried out by a technical layman without great expertise as a livestream and video person. ReelCloud will serve as the livestream and video management platform.

"We are looking forward to working with a basketball club that, in addition to a successful Bundesliga team, also specifically and systematically supports the promotion of young talent in youth work," says CEO and founder of Reelway GmbH, Dr. Stephan Schneider.



Reelway ist offizieller Livestream- und Videopartner der
MORGENSTERN BIS Baskets in der BARMER 2. Basketball-Bundesliga



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About Reelway:

REELWAY is an international IT company for the development, implementation and operation of cloud-based livestream and video management systems as well as the provision of streaming services and cloud consulting.

REELWAY was founded in 2010 and is headquartered in Businesspark Bonn, Germany. From Europe, America and India, REELWAY operates the cloud-based livestream and video management platform ReelCloud. ReelCloud enables customers to generate, process and globally distribute livestreams and videos. ReelCloud supports sports clubs, education and training institutions, innovative companies, youtubers and gamers as well as employees from broadcast companies. With strong and international technology partnerships, the company will continue to expand its universal platform and new applications in the future.



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