

PRESS RELEASE

ReelCloud enhanced with automated video transfer to Sportlounge

Bonn, Februar 20, 2020.

Bonn-based Reelway GmbH has extended its live stream and video management platform ReelCloud with an integration to the sports server Sportlounge.com.

Numerous sports associations and leagues - including the BARMER 2nd Basketball Bundesliga - require their teams to upload a video of every home game to the Sportlounge.com sports server. Reelway has now expanded its livestream and video management platform to include a quick-to-use video transfer to Sportlounge.com.

Upon completion of a livestream, the video is available to sports clubs in ReelCloud for post-production. With ReelCloud's video editor, the livestream files can be quickly post-edited directly after the final whistle of a match. Broadcast times before the kickoff as well as after the final whistle can be quickly removed, thus creating the clean video of the sporting event required by sports associations and leagues.

In the configuration of ReelCloud, the access and server data to the Sportlounge.com sports server are stored once. Via the transfer function stored in ReelCloud, the clean videos can thus be quickly and successfully transferred to Sportlounge.com after the end of the game.

"With ReelCloud, we enable sports clubs to create a livestream of a home match, post-process it to a clean video and transfer it directly from the ReelCloud server to the Sportlounge server. The individual steps in ReelCloud only need to be triggered. The computing servers do the work in the background," says Dr. Stephan Schneider, CEO and founder of Reelway.



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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