



## PRESS RELEASE

### **Reelway continues to be exclusive livestreaming and video partner of Ahorn Camp BIS Baskets Speyer in the BARMER 2. Basketball Bundesliga**

**Bonn, September 30, 2020.**

**Ahorn Camp BIS Baskets Speyer and Reelway GmbH will continue their successful cooperation in the 2020/21 basketball season. Reelway streams all home games of the ambitious team in the BARMER 2. Basketball Bundesliga ProB Süd from the PSD Bank-Halle Nord in Speyer with the live stream and video management platform ReelCloud.**

The team of AHORN CAMP BIS BASKETS Speyer streams its home games in the BARMER 2nd Basketball Bundesliga in full HD quality with the cloud-based livestream and video management system ReelCloud also in the 2020/21 season. Starting this season, the new release ReelCloud 5.0 also enables the integrated fully automatic video upload to the Sportlounge video server.

The basketball team's own Youtube channel is set up as the streaming destination in ReelCloud. Before the game starts, the livestream starts with the sponsors' advertising clips. Technical tidbits in the livestream are the score graphics inserted by Reelway in the team's corporate design as well as the direct connection of the hall announcer's sound via the existing IT cabling. Immediately after the press conference for the game, the so-called re-live video is available to fans for re-watching.

While still in the sports hall, the video commissioner uses ReelCloud's online video editor to edit the live stream into a clean video for upload to the Sportlounge sports server - without commercials and without pre- or post-match coverage. The subsequent upload to the Sportlounge portal is then just a click of a button with the new release of ReelCloud and the job is done. Finally, the high-definition videos are automatically stored in ReelCloud's virtually unlimited cloud storage for the production of highlight videos and match analysis.

"We have a very high quality livestream of our games in full HD resolution with excellent audio and score graphics in our team's design. We increase the available sponsorship funds for the further sporting development of our team. At the same time, the whole thing is easy to use, fast, almost unlimited and cost-effective," concludes Clemens Ruf, Marketing Director of Ahorn Camp BIS Baskets. "All of these are invaluable advantages in these difficult times: Our fans can't come to us, but we come to our fans with the livestream."



Reelway ist offizieller Livestream- und Videopartner der  
Ahorn Camp 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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