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|  | **Embargoed until November 6, 2013** |  |

NBA LIVE 14

#### Product Description

#### Powered by EA SPORTS™ IGNITE *NBA LIVE 14* on Xbox One delivers the ultimate on court control, combining the art of basketball with the science of next generation technology. bounceTek, fueled by next-gen visual fidelity and up to 8x the processing power, unlocks a revolutionary new, physics-based dribbling system. Players perform more like their real-life counterparts than ever before, informed by 70+ stats and tendencies, updated not monthly, weekly or daily, but within hours of every NBA game. With fresh content and challenges on a daily basis, *NBA LIVE 14* delivers the pulse of the NBA…24/7/365.

#### Features

**Gameplay**

***Next Definition Visuals*** – Four times the texture resolution, high-fidelity animations and next-generation dynamic lighting allow *NBA LIVE 14* to showcase every detail of your favorite NBA players, uniforms and arenas. All-new Faceposer technology brings each players emotions and mannerisms to life letting you feel the highs and lows of an NBA game.

***bounceTek*** – Revolutionary physics-based dribbling allows for complete, organic control and authentic responsiveness. Utilize a full suite of dribble moves to unleash ankle-breaking crossovers, hesitations and more.

***Signature Style*** – Authentic dribble packages for 50 of the NBA’s top players, as well as signature moves creates over 1000 new animations bringing the NBA’s brightest stars to life.

**Connected Experiences**

***CourtQ*** – Leveraging live Synergy Sports Technology data, *NBA LIVE 14* is driven by over 70 player ratings, tendencies, and team stats updated after every NBA game, ensuring that your game is always in-sync with the real NBA.

***Live Season*** – Experience the NBA season as it happens. Take on quick challenges based on each day’s most memorable performances in *BIG Moments*, or play your favorite team’s schedule right alongside them with real-world performance data in *NBA Rewind*. Can you replicate the feats of the NBA’s biggest stars? Can you shut down your opponent’s star player on his hottest night of the year? See where you stack up on each challenge’s leaderboard both amongst your friends and against *NBA LIVE 14* fans from around the world every day throughout the season.

***EA SPORTS Hoops Network*** – Stay connected with friends and track your performance alongside other *NBA LIVE* gamers across the globe. Earn XP for everything you do in-game and unlock new content and bonuses for LIVE Ultimate Team as you level-up.

***H2H Online Seasons*** – Do you have what it takes to compete against the best online ballers in the world? Play 10 games in each fast-paced season, as you work your way through 10 divisions based on your skill level. Win and you move up, lose and you move down. Higher divisions mean better competition and tougher promotions. Qualify for 16-team divisional tournaments to compete for bragging rights and the next trophy in your case.

***Ultimate Team*** – Experience the perfect combination of *NBA LIVE 14* and fantasy basketball, as you build your Ultimate Team of the brightest modern NBA stars and all-time legends. Compete online or take part in Fantasy Showdownchallenges to earn coins and purchase new packs of players, uniforms, contracts, and more, all while building the best line-ups possible.

**Game Modes**

***Rising Star Powered By Under Armour*** – Write your own history as the NBA’s next great player. Whether you’re a scoring point guard or an athletic big man, it’s up to you to shape and manage your player’s career over 25 seasons in an effort to secure your legacy.

***Dynasty*** – Combine your on-court knowledge and your eye for talent to build an NBA powerhouse. Full ESPN broadcast integration provides an authentic, fresh experience as you build an unstoppable franchise over 25 years.

***Best of Seven*** – Take on your friends in a best-of-seven series for the ultimate bragging rights. Anyone can win one game, but do you have the talent and the nerves to close it out?

**Additional Features**

***Mixtape by MICK*** – Join Music Curator MICK as he creates an innovative mixtape-style soundtrack that is dynamically mixed and spun as you play. Exclusive tracks will be added throughout the NBA season, allowing fans to discover new music from the hottest up-and-coming artists.

***ESPN Broadcast Integration*** – Join the #1 ESPN commentary team as Mike Breen and Jeff Van Gundy call all the action. Jalen Rose joins the crew as the studio and game host, as well as hosting an exclusive weekly *NBA LIVE 14* update discussing all the latest NBA news, roster moves and biggest performances of the week.

***Player Style*** – Style and trends are always changing, and so is *NBA LIVE 14*. Throughout the season player shoes, accessories, haircuts, tattoos and more will all be updated to reflect what’s hot in the NBA, right now.

#### Product Specifications

**Publisher:** Electronic Arts Inc.

**Developer:** EA Tiburon

**Ship Date:** NA: November 19, 2013 / WW: November 22, 2013

**Category:** Sports

**Rated:** ESRB E for Everyone / PEGI 3

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