LIVE PENALTY

Connecting mobile gaming with offline interactions and the phenomenon of football.

Live Penalty is a unique project that combines mobile gameplay with offline interactions in football. It is a tool that gives global brands and clubs the opportunity to connect with their digital fan base around the world. By combining the real world of sports with the gaming environment, Live Penalty brings the excitement of a football penalty match right to the mobile device.

Unique selling points:

- Mobile game with real football players.
- With advanced and innovative AI technology manipulating the video, it delivers a unique experience.
- Digitization of real football pitches in the app.

Product

Mobile game

Technology readiness

Development

Proof of concept

Prototype

▶ First implementation

Extensive implementation

1/2022

B2B

www.livepenalty.com