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NBA LIVE 16 Takes the Court

LIVE PRO-AM, LIVE Motion and New Gameplay Headline This Year's Title

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) launched *NBA LIVE 16* on Xbox One, the all-in-one games and entertainment system from Microsoft, and PlayStation®4 computer entertainment system. *NBA LIVE 16* highlights the brand-new *LIVE PRO-AM* mode, as well as the new *LIVE Motion* physics system. Players can express themselves both on and off the court with new gameplay mechanics, fresh gear and kicks, plus new ways to play.

This Smart News Release features multimedia. View the full release here:
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LIVE PRO-AM provides players the chance to rise together with online team-play mode *LIVE Run* and the new cooperative Summer Circuit mode. In *LIVE Run* up to 10 players can compete in online games to 21 points on iconic courts like Rucker Park, Venice Beach, Terminal 23 and more. Summer Circuit allows up to five players to travel around North America challenging all-star teams as they try to become the true kings of the court. Those who have played the *NBA LIVE 16* demo on Xbox One or PS4 will be able to carry over created player progress and unlocked gear, getting a leg up on the competition.

Players can find the perfect gear to express their personality, with hundreds of shirts, shoes, sneakers, and more available from top brands. Players can also get themselves in the game with the official *NBA LIVE Companion* (available on the [App Store](#) and [Google Play](#)) featuring [GameFaceHD](#). This exclusive mobile scanning technology allows fans to quickly and easily scan their face and upload it to their in-game character.

Created characters can also be used in Rising Star career mode (retaining all progression across modes), and aspiring GMs can try their hand at running a NBA franchise in Dynasty mode. Players looking to build an unbeatable crew of both modern stars and past greats can jump into *LIVE Ultimate Team*, and those hoping to either relive or rewrite history can check out *LIVE Rewind* and Big Moments. Newcomers or players looking to build their skill base can jump into Learn *LIVE*, with multiple options for drills and practice sessions.

Fans will also be treated to enhanced gameplay in *NBA LIVE 16* thanks to the new *LIVE Motion* physics system. Players move with purpose and react intelligently to try and get open with cuts and off-ball screens. Plus, new mechanics like touch passing and dribble handoffs make it easier than ever to orchestrate the offense and make the big play. In addition to all these features, new shot mechanics, shot meter and feedback give players instant information to help them learn exactly when to release the ball. With the variety of modes, options and gameplay upgrades, there's something in *NBA LIVE 16* for everyone.

NBA LIVE 16 is developed in Orlando, Florida by EA Tiburon and is available now for Xbox One and PlayStation®4. [EA Access](#) members can save 10% when they buy the digital version of *NBA LIVE 16* and Ultimate Team Points on Xbox One. To learn more about *NBA LIVE 16*, visit <https://www.easports.com/nba-live>.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through videogames, including *Madden NFL* football, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *Rory McIlroy PGA TOUR®* golf, *S S X™* and *EA SPORTS UFC®*.

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About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™, FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at <http://www.ea.com/news>.

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