



# MaxxSports

**VIEW & INTERACT WITH  
MULTIPLE STREAMS SIMULTANEOUSLY**

# ABOUT MAXX SPORTS TV

Maxx Sports Technologies Limited (dba, Maxx Sports TV) started its journey in Pennsylvania many years ago as an idea for software that created better sports video coaching tools. A group of Canadian investors saw the potential for the application of closed-circuit video technology to ice hockey.

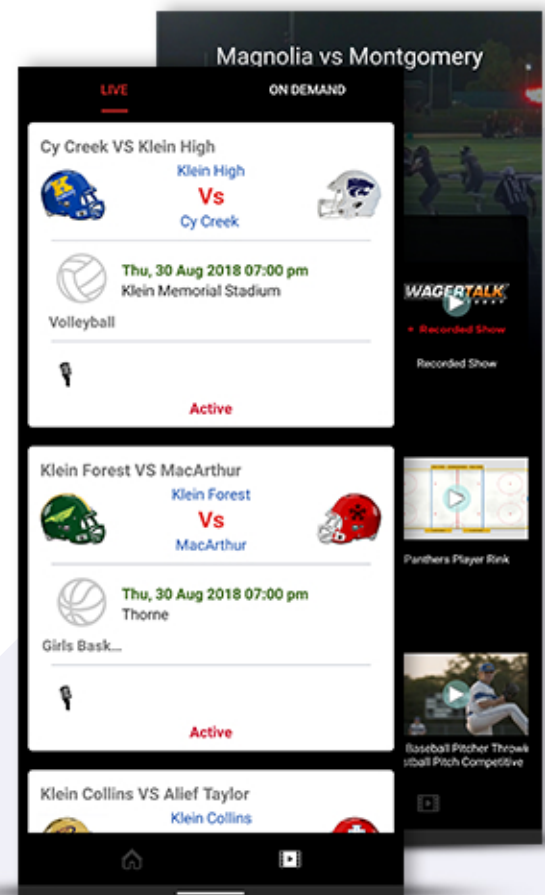
Maxx Sports TV signed a contract with the Florida Panthers NHL hockey team in September 2015, and in December 2015, Maxx Sports began streaming Panthers' recorded game clips. In March 2016, Maxx Sports TV started streaming live content from the Panthers IceDen to sports fans worldwide.

Maxx Sports TV is in discussions with other professional sports teams and two sports leagues to bring its robotic broadcast system to the broader market. Three new venue launches are expected through May 2017.

Maxx Sports TV utilizes the AWS (the same platform as Netflix) Content Distribution Network and Authorize.net (owned by Visa International), a PCI security compliant debit and credit card processor.

Maxx Sports TV will by the end of 2017 deliver its content through every major over-the-top video streaming devices, Apps, and computers, including Roku, Chromecast, FireTV, AppleTV, Xbox, PlayStation, iPods, iPhones, Android phones and tablets, Smart Televisions, as well as Windows mobile devices.

Maxx Sports TV has already launched in the Apple App Store, the Google Play Store, The Amazon App Store, and FireTV and Roku. Xbox will be launched in June 2017.



## CHALLENGES

MaxxSports is a business with unique and patented technology to allow a seamless user experience while viewing live sports events. We were given the challenge to provide almost similar features and user experience across apps like Apple TV, iPhone, Android, Android TV, Xbox and Roku.

We also accepted a challenge to develop propriety streaming technology and avoid using any third-party streaming services.

# OUR VISUAL DESIGN APPROACH

Mobile user experience (UX) design refers to creating positive experiences during mobile devices and wearables, and applications or services run on such devices.



## Provide Simple Navigation

Simple navigation provides an obvious way of moving between screens and finding the desired items as mobile users must go and forth within the same window.

## Make Large Touch Area

Make sure to design control sizes that are easier to tap using the thumb. Providing smaller controls will annoy the user when he uses your app.

## Reduce Clutter

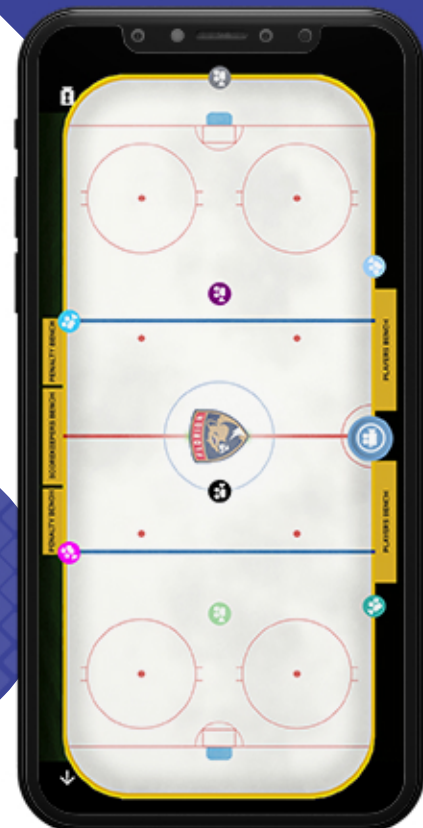
It is not necessary to display every possible information on the interface. Organize your content in a way that provides the user with a clear understanding of the available features. Reduce Clutter and keep minimum content on screen.

## Display Large Text

Keep in mind the smaller size of the mobile screen and make your text larger to read and understand.

## Use Touch Controls

A lot of mobile controls are available to use in design. It is not acceptable to use simple web controls as it is challenging to interact with them on mobile.



# SOLUTION

We worked hard with our team to find a technological solution that can provide a consistent user experience across all the platform and smooth live video streaming.

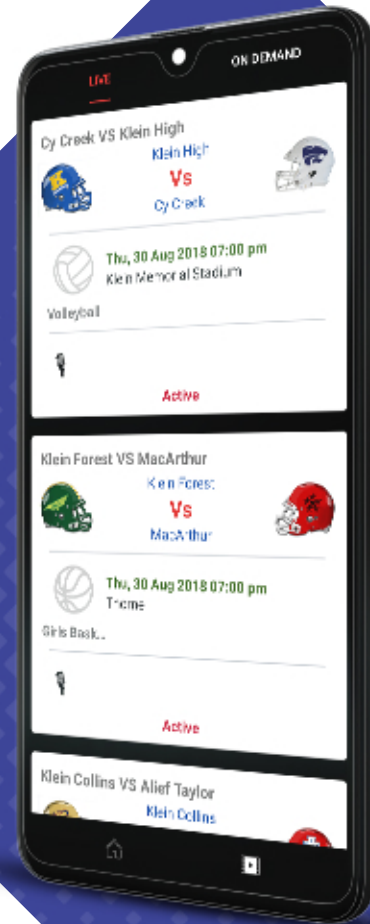
We used a variety of technologies and different public cloud service providers to achieve the desired results. We are using Google and AWS to achieve streaming in HLS format and full-stack development using React and Larvel to develop web and mobile apps. We also developed native mobile apps for iOS and Android and TV apps for Platforms like FireTV and Apple TV.

## Live Game Streaming

Multiple Live games streaming across the different platforms at the same time

## Interactive live streaming

This allows the viewer to view the live game as per the preference by selecting the desired camera.



## DVR

Users can record live streaming and also can share the 10-second clip with a friend.

## Make your own game

With these features, users can select multiple cameras and can produce their own live game from different cameras available in various locations.



# TECHNOLOGY STACK



**Swift**



**Kotlin**  
(Android app)



**Android studio**



**Visual studio code**



**Xcode**



**Laravel**  
(API)



**AWS**  
Compute

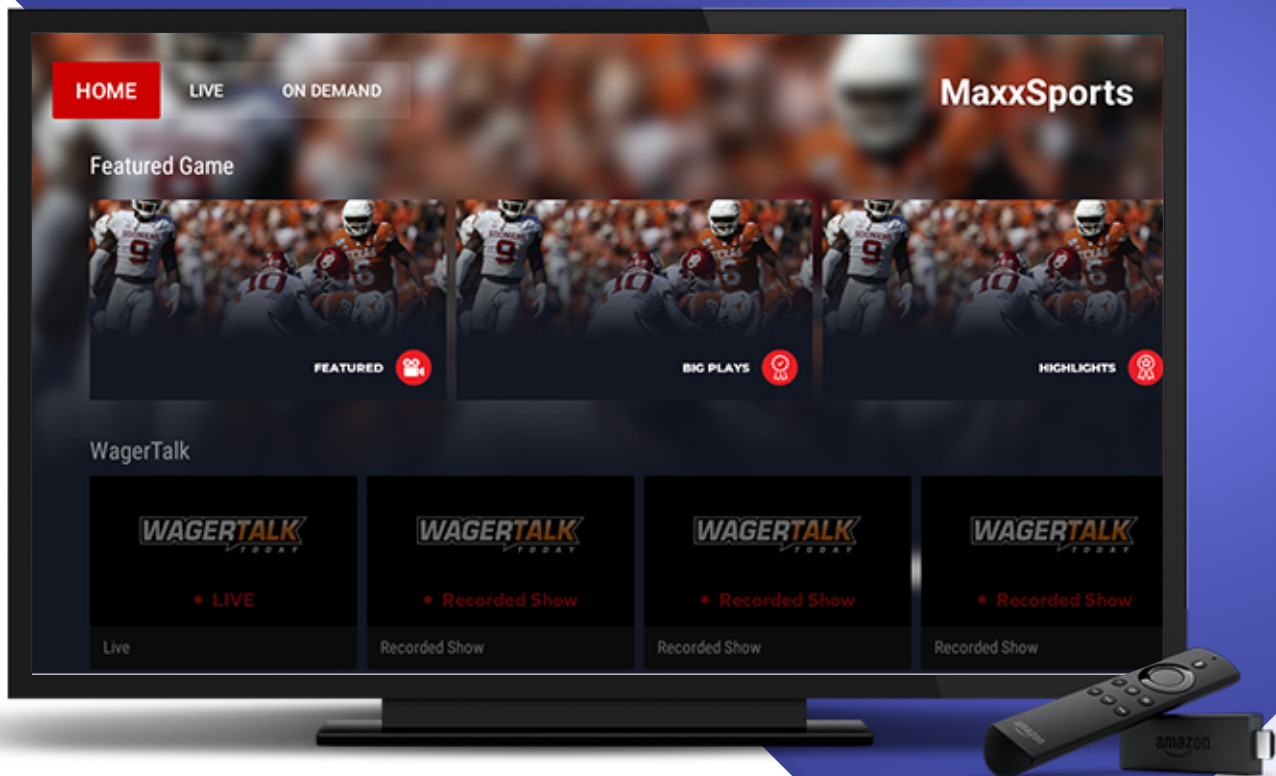


**Cloudfront**  
(CDN)



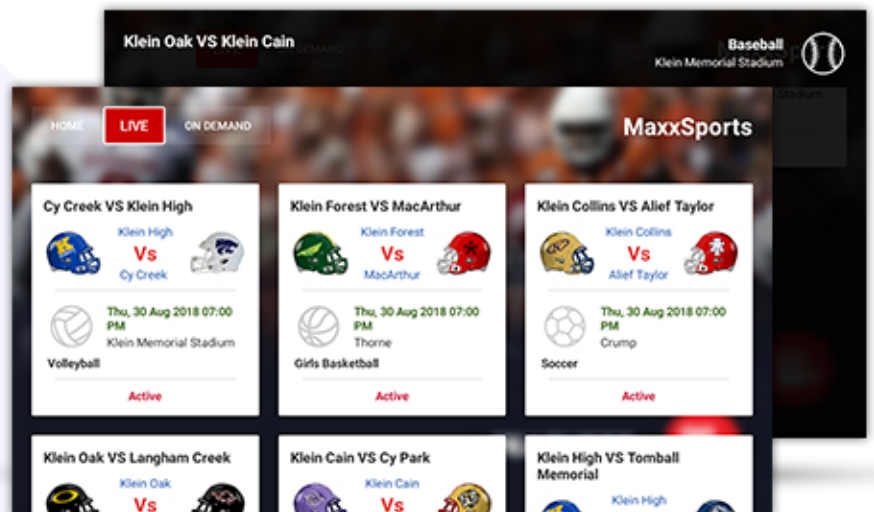
**MySQL**  
(RDS Database)

# FireTV App

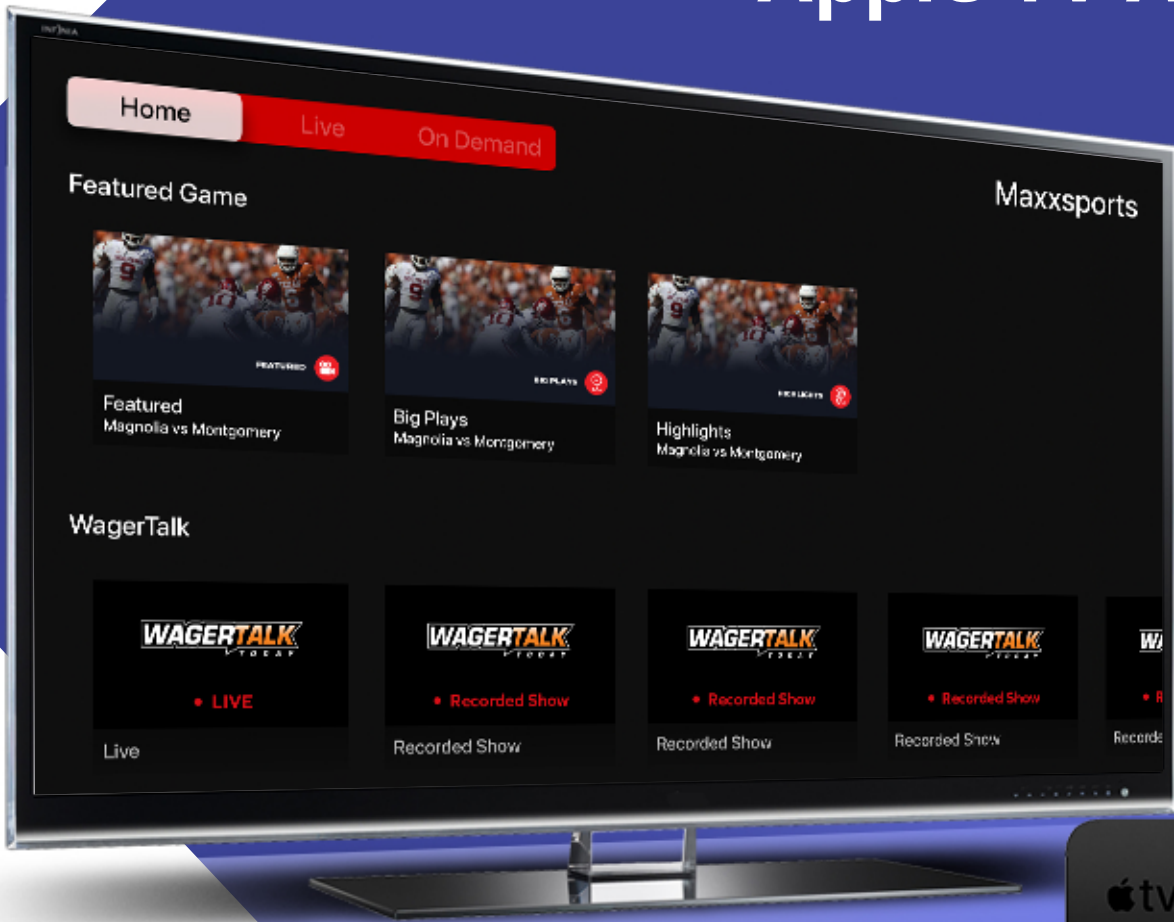


The FireTV app provides the best user experience while watching on large screens.

- ✓ Engaging and user-friendly Home screen
- ✓ Simple Navigation
- ✓ Shortest Path to contents
- ✓ Limited amount of text
- ✓ Controllers enabled



# Apple TV App



✓ Clear

✓ Impressive design

✓ Engaging Top Shell



# THANK YOU

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