

# REDTXT SUCCESSFULLY DELIVERED LIVE FOOTY SCORES FOR GRASS- ROOTS FOOTY LEAGUES

30 August 2011, Melbourne. Three grass roots AFL footy leagues moved into the digital age with **live scores** last weekend in the first matches of the 2011 finals series.

The leagues used an Apple iPhone application developed by RedTxt to capture scores in real time so fans anywhere in the world can get results as the action happens.

The mobile marketing and communications company REDTXT has partnered with the Ballarat, Bendigo, Geelong and Ovens & Murray Footy leagues to develop a ScorePad application that will allow designated score keepers to input the results on Apple iPhone and iPad devices. The results are then published instantly onto a web site and to a Results Application that runs on iPhones and other PDAs. This will be a precursor to the 2012 season where the results of every match will also be live.

Rod Ward, the CEO of the Ballarat Football/Netball League said "This is a great low cost and flexible solution to allow us to keep fans and supporters up to date with real time footy scores and information, and also provides our league with a highly appealing sponsorship asset. REDTXT and the leagues have developed this solution to keep up to date with the opportunities brought about by the iPhone. We hope to eliminate the paper-based manual scoring and time keeping solutions completely in 2012".

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