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NFL Playoffs Kickoff with Play-by-Play Betting on Center Stage

Patented tech takes in-game betting options to new level

Washington, D.C., - The 2021 NFL playoffs mark one of the most anticipated sporting events in the modern sports betting era and a new patent-based technology offering from Adrenaline will take play-by-play betting options to an unparalleled level for the sports betting industry in the U.S.

The technology, launched in 2017, and is the first play-by-play mobile app available on the Apple App Store. This revolutionary technology was issued multiple patents from the U.S. Patent Office, creating a historic playoff season for the company and its product, [Football Genius](#). The first of its kind in the U.S., the technology enables bettors to bet on every single play of a game, with updated odds and betting options generated based on the outcome of the previous play.

In addition to being built on patented technology and a decade of sports technology software development, Football Genius has the braintrust of some of the most well respected football minds in America among its advisors. Hall of Famers Bill Parcells, and Brett Favre, Super Bowl winning quarterback Trent Dilfer, New Orleans Saints head coach Sean Payton, and Pittsburgh Steelers player JuJu Smith-Schuster are among those who have taken investor and advisory roles with Football Genius.

With sports betting seeing immense user growth in the U.S. after the U.S. Supreme Court overturned the Professional and Amateur Sports Protection Act (PASPA) in 2018, operators and suppliers are seeking ways to differentiate themselves in a competitive market. Officials with Adrenaline are confident that play-by-play (PxP) betting will not only be the next "big thing" for sports bettors, but will create long lasting demand among sports bettors.

Bettors and industry insiders alike will get to experience the Football Genius app and all of its features this weekend and throughout the NFL playoffs as all games will be played out in the app, with cash payouts to winners of every game.

Adrenaline CEO Casey Huke is convinced the patented technology his company developed is the perfect solution for operators and it will also make an impression on consumers. "With the Football Genius app we have proven that we can deliver a play-by-play betting solution to the market."

In Europe, over 70 percent of betting handle is generated from in-game wagers. These bets typically represent micro-bets based on traditional options like betting lines or over/under options. In Europe, prop bets based within soccer games ranging from which team/player

will score the next goal are also popular. Industry analysts in the U.S. anticipate this trend carrying over to the U.S. market.

Currently, most U.S. in-game betting options mirror those in Europe and other parts of the world offering lines and O/U options. Adrenaline brings to market a viable solution where bettors can now bet on every snap of the game. The popularity of the NFL, coupled with the down time between each play, Huke feels creates the perfect platform for PxP betting.

"This will no doubt expedite the time frame in which play-by-play betting will take off in the U.S.," he said. "Giving a sports bettor the opportunity to place a wager on every single play of a game goes right to the heart of the instant gratification mindset so prevalent today. We are excited to roll this out during the NFL playoffs so operators and bettors can see exactly how this technology is being put to use."

About Adrenaline

Adrenaline is a technology service provider in the digital sports betting and gaming space. The company spent more than a decade developing an in-game, play-by-play betting solution built on patented technology. Its proprietary product, [Football Genius](#), is the first PxP betting solution in the U.S. market built on patented and protected intellectual property today. You can follow the Football Genius game on Twitter @FBallGenius or download directly in the [Apple App store here](#).

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