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Company

BlueBottle GmbH is a tech startup in the esports sector, aiming to revolutionise broadcast quality standards. The company focuses on enhancing the viewing experience for esports fans while simplifying production processes for broadcasters. Through innovative software solutions, BlueBottle eliminates the reliance on game APIs or external dependencies by integrating a hardware-layer approach to gather game data independently.

Products and technologies

BlueBottle GmbH offers a suite of cutting-edge technologies tailored for the esports industry:

- **Broadcasting Tool:** Enhances viewer experience with customisable overlays and effortless sponsor integration.
- **Caster Tool:** Empowers casters to actively shape broadcasts through real-time drawing and triggered actions for live analysis.
- **Coaching Solutions:** Provides tools for analysing player performance in scrims, official matches, or other gameplay scenarios.
- **Custom Data Interface:** Delivers accurate, real-time data with minimal human error, offering tailored solutions for diverse client needs.

Strengths

- **Technological Expertise:** A strong foundation in game development gives BlueBottle an edge in building advanced data interfaces.
- **Independent Integration:** Unique ability to gather comprehensive game data without requiring cooperation from game developers.
- **Innovative Visual Solutions:** Advanced esports overlays and in-world visualisations tightly coupled with game data and sponsorship requirements.
- **Client-Focused Solutions:** Customisable tools designed to meet the unique needs of broadcasters, coaches, and content producers.
- **Niche Market Leadership:** Specialised offerings that cater directly to the evolving demands of the esports industry.

Target clients

BlueBottle GmbH serves a variety of clients in the esports and gaming industries, including production companies, esports content producers, esports organisations/leagues, and game development companies.