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- **06.11.09** [Dwight Howard Named Cover Athlete of EA SPORTS NBA LIVE 10](#)
- **2.18.09** [Operation Sports Reviews NBA Live 365 and Dynamic DNA: Four Months Later](#)

- **2.13.09** Check our new **NBA Live 365** Videos!
- **2.13.09** **NBA** All-Star Weekend - Play the Games on **NBA LIVE**
- **1.28.09** Kevin Durant, Derrick Rose Headline Selections for 2009 T-MOBILE Rookie Challenge & Youth Jam
- **12.18.08** Update: **NBA LIVE 365's Dynamic DNA**
- **10.30.08** **NBA LIVE 365** Update
- **10.6.08** The reviews are in, **NBA LIVE 09** is a slam dunk!
- **9.25.08** **NBA LIVE** Jersey Creator
- **9.8.08** **NBA LIVE 09 DEMO AVAILABLE NOW FOR XBOX 360™ AND PLAYSTATION® 3**
- **8.6.08** **NBA LIVE 09** Nominated Best Sports Game of **E3 '08** ✎
- **7.22.08** **NBA LIVE 09** Quotes from **E3 08**
- **7.18.08** **NBA LIVE 09** Wins "Best **Innovation**" Award on G4TV's "Best of **E3** Awards" Show! ✎
- **7.15.08** **E3 '08** and **NBA LIVE 09**
- **7.11.08** **Dynamic DNA**
- **7.9.08** **NBA LIVE 09** Community Event Write-Ups are In!
- **7.8.08** Win a trip to Vancouver to see the making of EA SPORTS **NBA LIVE 09**!
- **06.19.08** In the Paint Community Blog - **NBA LIVE 09**

7.11.08

Dynamic DNA

NBA LIVE 09 has rewritten the rules and fundamentally shifted the way you look at sports simulation games. **Dynamic DNA** emulates - with absolute precision - an **NBA** player in every sense of the word.

NBA LIVE 365 takes the statistical data of **Dynamic DNA** and brings it to life. **NBA LIVE 09** is now constantly evolving and authentically reflects what you see on the court in your virtual experience. Just like the real **NBA** game, players get injured, free agents sign late, great players go cold and no-names breakthrough. If you're a sports fan, this is a dream come true - **NBA LIVE 09** is made fresh daily all season long.

- **Dynamic DNA** - The brain behind the game is powered by the premier analytics provider using **NBA** data for over 20 **NBA** teams, which evaluates Player **DNA** that breaks down how a player scores, Team **DNA** that rates how the players on the floor play as a unit and Tendencies that refer to the percentage a player drives left, right or shoots from each spot on the floor.
- Made Fresh Daily All Season Long - **NBA LIVE 365** takes it to a whole new level of connectivity, providing you an unprecedented level of authenticity and realism. Now every game truly is different powered by **Dynamic DNA** data updating daily.
- **NBA Rewind*** - Think you can do it better? Rewrite history and replay last night's game with the updated statistical data that recreates identical conditions including injuries, hot/cold streaks, tendencies and player **DNA**.
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