



XBOX 360

XBOX
LIVE

97833



NBA LIVE 10



Online Interactions
Not Rated for
the ESRB



PLAY IT YOUR WAY
ESPN

Vmm's Log

⚠ WARNING Before playing this game, read the Xbox 360® Instruction Manual and any peripheral manuals for important safety and health information. Keep all manuals for future reference. For replacement manuals, see www.xbox.com/support or call Xbox Customer Support.

Important Health Warning About Playing Video Games

Photosensitive seizures

A very small percentage of people may experience a seizure when exposed to certain visual images, including flashing lights or patterns that may appear in video games. Even people who have no history of seizures or epilepsy may have an undiagnosed condition that can cause these "photosensitive epileptic seizures" while watching video games.

These seizures may have a variety of symptoms, including lightheadedness, altered vision, eye or face twitching, jerking or shaking of arms or legs, disorientation, confusion, or momentary loss of awareness. Seizures may also cause loss of consciousness or convulsions that can lead to injury from falling down or striking nearby objects.

Immediately stop playing and consult a doctor if you experience any of these symptoms. Parents should watch for or ask their children about the above symptoms—children and teenagers are more likely than adults to experience these seizures. The risk of photosensitive epileptic seizures may be reduced by taking the following precautions: Sit farther from the screen; use a smaller screen; play in a well-lit room; do not play when you are drowsy or fatigued.

If you or any of your relatives have a history of seizures or epilepsy, consult a doctor before playing.

ESRB Game Ratings

The Entertainment Software Rating Board (ESRB) ratings are designed to provide consumers, especially parents, with concise, impartial guidance about the age-appropriateness and content of computer and video games. This information can help consumers make informed purchase decisions about which games they deem suitable for their children and families.

ESRB ratings have two equal parts:

- **Rating Symbols** suggest age appropriateness for the game. These symbols appear on the front of virtually every game box available for retail sale or rental in the United States and Canada.
- **Content Descriptors** indicate elements in a game that may have triggered a particular rating and/or may be of interest or concern. The descriptors appear on the back of the box next to the rating symbol.



For more information, visit www.ESRB.org

COMPLETE CONTROLS



GENERAL GAMEPLAY

Move player	
Quick Plays™	
Turbo	(pull and hold)
Rebound	



WWW.EASPORTS.COM

OFFENSE

Shoot / Lay-up/Tip-in	ⓧ (press and hold to jump, then release to shoot; tap to fake)
Pass	ⓐ
Dunk	Ⓜ (pull and hold) + ⓧ
Dynamic Quick Play	Ⓜ
Direct pass/Off-ball switch	Ⓜ + Receiver Button
Pick & Roll control	ⓐ
Alley-oop pass	ⓧ
Call timeout	ⓐ
Quick coaching options	ⓐ ↓
Quick match-ups	ⓐ →
Quick subs	ⓐ ↗
Spin (moving dribble)	ⓐ ↗
Double cross (stationary dribble)	
Sweep through (from triple threat)	
Attacking size-up (while holding Turbo)	
Stepback (moving dribble)	ⓐ ↓
Standing stepback (stationary dribble)	
Protect low (from triple threat)	
Retreat dribble (while holding Turbo)	
Crossover (moving dribble)	ⓐ ↘ (ball in right hand)
Standing crossover (stationary dribble)	
Cross to hesitation (hold after standing cross)	
Step through (from triple threat)	
Moving hesitation (moving dribble)	ⓐ ↘ (ball in right hand)
Standing hesitation (stationary dribble)	
Jab step (from triple threat)	

FREE THROWS

Press and hold ⓧ until the meter reaches the target window, then release ⓧ. Your margin for error depends on the player's free throw ability as well as the skill level you are playing on. When your opponent is shooting free throws, repeatedly press ⓧ and ⓐ to make their controller vibrate and throw off their rhythm.

DEFENSE

Switch player	ⓐ
Steal/Intercept	ⓧ
Take charge	ⓐ ↓ (hold)
Hands up	ⓐ ↗ (hold)
Block/Rebound	ⓧ
Intentional foul	ⓐ
Defensive assist	Ⓜ
Direct switch	Ⓜ
Double team	ⓐ (hold)
Quick subs	ⓐ ↗
Quick coaching options	ⓐ ↓
Quick matchups	ⓐ →

SETTING UP THE GAME

Before hitting the hardwood, make sure to set up a gamer profile and an *NBA LIVE 10* User Profile to save all of your memorable achievements.

GAMER PROFILE

Create a gamer profile to track achievements and save all game progress. A gamer profile must be created in order to play Xbox LIVE™.

To create a new gamer profile, press ⓧ to bring up the Xbox Guide. Highlight CREATE NEW PROFILE and press ⓐ. Create a profile name using the virtual keyboard.

After your gamer profile is created and saved to a storage device, you can customize your gamer profile and set personal settings. When you are signed in with your gamer profile, achievements will be tracked and game progress can be saved.

NOTE: To activate a gamer profile, press ⓧ on the Xbox 360 Controller. You may activate another gamer profile at any time simply by logging in with another Xbox 360 Hard Drive or Xbox 360 Memory Unit. Access Profile Management and activate and/or set a lead profile.

USER PROFILES

Keep track of your personal stats and accomplishments with a User Profile. An active User Profile saves career achievements in various game modes to your Xbox 360 Hard Drive or Xbox 360 Memory Unit. Access Profile Management and activate and/or set a lead profile.

DYNAMIC DNA

Every player performs differently over the course of a season. Some overachieve. Others produce in an underwhelming fashion. Tendencies shift, offensive play styles change, and every player—whether an NBA All-Star or role player—goes through hot and cold streaks over the course of the season.

The revolutionary Dynamic DNA incorporates all the daily stats and shot charts from real-life NBA games and incorporates them into *NBA LIVE 10*, creating the most accurate gaming experience ever.

As long as you are connected to Xbox LIVE, and are entitled for updated Dynamic DNA, your rosters are kept up-to-date on a daily basis, as are all of the latest Player DNA, DNA Ratings, Streaks, Tendencies, and more.

DNA Scouting Report—Access each of the following fully detailed reports: Player DNA, DNA Tendencies, Shot Streaks, and StatsStreaks. New reports for *NBA LIVE 10* include detailed Offensive Production Breakdowns, Drive Decision Tendencies, and nine different shooting percentage categories.

DNA Ratings—Every player's ratings change based on their real-life performance, and are updated weekly.

PLAYING THE GAME

Slash to the basket for a thunderous dunk and bring the crowd to its feet, or look to your star players to take over with the game on the line. Leave it all on the court!

TEAM SELECT SCREEN

Set up a game by choosing two NBA teams or selecting from any of the following: Eastern All-Stars, Western All-Stars, Sophomores, Rookies, or FIBA teams.

JERSEY SELECT SCREEN

Before taking the court be sure to outfit your squad in their gameday best by selecting either Home, Road, or a variety of alternate or classic jerseys.

PRE-GAME HUB

The Pre-Game Hub is where you adjust your starting lineups, settings, or even lock to your favorite player. Select TIP-OFF to start the game.

ON THE HARDWOOD



JUMP SHOTS

To shoot a regular jumper, move the left stick to a neutral position and press and release **[X]**. If your left stick is deflected, you'll shoot a lay-up, a step back jumper, or a floater.

LAY-UPS

When attacking the basket, move the left stick relative to the basket to shoot a lay-up in that direction to evade getting blocked and press **[X]**.

DUNKS

When attacking the basket, pull and hold **[L]** and press **[X]** and your player will attempt to dunk (if he can). Don't force dunks in traffic or you might get stuffed by the rim!

PRO HOPS/EURO STEPS/SPIN LAY-UPS

When attacking the basket, pull and hold **[L]** and move the left stick **[Left/Right]**. When you press **[X]** your player will try a pro hop, euro step, or spin lay up (if he has it in his arsenal).

BANK SHOTS

If your left stick is deflected (in any direction) at the time you release your jump shot, your player will try to go glass.

FREESTYLE PASSING

On offense, when pulling and holding **[R]**, the right stick activates freestyle passing. Use this to quickly throw a pass one way, while moving another. For skilled passers, this is the best way to dish off the ball for a flashy assist.

ALLEY-OOP PASSING

On offense, move the left stick toward the teammate you want to throw the alley-oop pass to and press **[X]**.

DIRECT PASS RECEIVER CONTROL

To direct a teammate to get open and receive a pass, pull and hold **[R]** and press and hold the selected receiver's button, then move the left stick to control where your pass recipient goes. It's an effective way to quickly move the receiver to an open spot, into the post, behind the three-point line, or to the ball carrier for a dribble handoff. To throw the pass, release the receiver's button, while still pulling **[R]**.

DIRECT OFF-BALL SWITCH

If you want to temporarily player lock to an off-ball player on offense without throwing a pass, pull and hold **[R]**, press and hold the button of the player you want to control, then release **[R]** while still pressing down the teammate's button. Now you can release the button, the pass won't be thrown, and you'll be in control of the off-ball player.

SIZE-UP MOVES

To put your defender off balance and set him up for a drive, pull **[L]** while in a stationary dribble. The ball handler will perform an impressive variety of size-up dribble moves. The longer you size-up your defender, the better your chance of being able to blow by him. However, there are also windows of vulnerability in size-up moves that allow the defender to steal the ball more easily, so pick your spots carefully.

QUICKSTRIKE 2.0

Explode past defenders with ease using Quickstrike Anklebreakers 2.0. From the hesitation position, move the left stick **[Left/Right]** to perform a go-move or hesitation crossover, or move the right stick **[Up/Down]** for the hesitation step-back.

Try to string together size-up moves with Quickstrike 2.0 moves to perform crowd-pleasing, ankle-breaking sequences.

ATTACKING SIZE-UP AND ESCAPE DRIBBLE

When closely guarded by a defender, move the right stick **[Up/Down]** to perform an attacking size-up dribble. Move the right stick **[Left/Right]** to trigger a quick escape dribble and reset your 1-on-1 battle with a defender.

PICK AND ROLL CONTROL

Control two players on the floor at the same time with Pick and Roll Control. Move the left stick in the direction of the teammate you want a screen from and press and hold **[X]**. Press **[L]** to toggle back and forth between ROLL/FADE. Release **[X]** to send the screener on a slip, roll, or fade based on what you've selected. If you're controlling an off-ball player, press and hold **[X]** to call for an off-ball screen. It's a great way to get free for an open jump shot. To set a screen for a teammate, **[X]** (hold).

NOTE: If the left stick is in a neutral position when you press **[X]** to call for a screen, Dynamic DNA selects the best screener for you.

STRATEGY MENU

At any time during a game, press the directional pad to access the Strategy Hub. The following options are available. When an option is selected, the AI takes over for your team to allow you to make the strategy decisions you need:

Substitutions

↻ ↗ to swap players out on the fly, or use pre-set lineups.

Match-ups

↻ ↗ to determine defensive match-ups with various levels of intensity and double-teams.

Coach Options

↻ ↗ to specify how you want your team executing offensively and defensively.

EDIT INSTANT REPLAY

Instant Replay has editing tools to allow you to create personalized video and photo highlights that can be saved as well as uploaded to EA SPORTS™ World. Use markers to create sections within your replay, then use 'Edit Clip' to edit the cameras, targets, and playback speeds for each section. Using 'Preview' will show you the finished product. Saved highlights can be seen on the big screens in the Hangar, and in the Career Highlights screen!

NOTE: An Xbox 360 Hard Drive or Xbox 360 Memory Unit is required to save and upload replays and photos.

PAUSE MENU

Press **PAUSE** at any time to access additional options—Instant Replay, DNA Scouting Report, Game Stats, Team Management, and Settings—via the pause menu.

SAVING AND LOADING

Before exiting Dynasty Mode, or when leaving the My NBA LIVE 10 screen, be sure to save your progress (or rosters) to an Xbox 360 Hard Drive or Xbox 360 Memory Unit. All unsaved information will be lost otherwise.

GAME MODES

NEW DYNAMIC SEASON

Take part in an NBA Season like never before in Dynamic Season mode, where you determine the destinies of your favorite teams and players over the course of the 2009-2010 campaign. In Dynamic Season, select TODAY'S GAMES to play any real match-up with the up-to-date rosters and Dynamic DNA data. Missed some games? Select REWIND CALENDAR and replay any game from the season for any team, with the correct Dynamic DNA data from that exact match-up. After each day, the real results from any un-played games are downloaded and merged into your season. The more games you play, the more you change the course of the NBA season. At the end of the year, start your version of the 2009-10 playoffs and attempt to take your favorite team to the Finals.

NEW PLAYOFFS

Jump straight into the drama and pressure of postseason play in the all-new Playoffs mode, where you set the Eastern and Western Conference match-up with any teams you desire. Play by yourself, or with friends by selecting any team as a user-controlled squad. Can you rewrite the history books and script your own NBA Finals' legend?

FIBA WORLD CHAMPIONSHIP

Enter the world's stage against 24 of the highest ranked international teams and take on players representing their respective nations in the International Basketball Federation (FIBA) World Championship. Tweak the settings and you're ready to play or simulate tension-filled games where the world is there for the taking.

There are four groups with six teams in each. The top four from each group advance to a single-elimination tournament until a world champion is crowned.

DYNASTY MODE™

Dynasty Mode operates on a year-round NBA calendar so be prepared to handle the duties on and off the court for multiple seasons. After choosing a team and selecting your settings, Season One begins. Build your team from the ground up by hiring your coaching staff and managing the NBA draft.

HIRE STAFF

It's up to you to hire an offensive coach, defensive coach, scout, and team doctor who help in player development and progression throughout the year. Earn Dynasty upgrades to improve your staff by accumulating Dynasty points and completing Dynasty objectives.

TRAINING CAMP

Championships can be decided in Training Camp and your job is to oversee the team's preparation for the arduous months that lay ahead. Earn Dynasty upgrades and increase the number of Training Camp workouts, available game levels, and your opponent's level of difficulty in practice sessions. Make every second count.

TEAM DIRECTION

Your players' development in Training Camp is crucial, but just as significant is defining a Team Direction. Select a philosophy that you will use to guide your team through Training Camp and, if you make the right choices, all the way to the NBA title.

Contending

The Contending Team Direction is one that applies to a franchise that can compete for the championship.

Up-and-Coming

A team with an Up-and-Coming direction is a quality team that is ready to grow with an eye on the future.

Rebuilding

A Rebuilding Team Direction is one that applies to a team needing to be overhauled, clear cap space, get high draft picks, and draft rookies.

NOTE: Dynasty objectives are based on Team Direction as well. Completing these objectives earns you Dynasty Points, which can be spent on Dynasty Upgrades.

DURING THE SEASON

SCHEDULE

Your Schedule shows what your team has going every day during the season, no matter if it's a game day or not. Play or simulate games by selecting your next scheduled opponent, and take note of training days that appear on the schedule at the beginning of each month.

DYNASTY SCENARIOS

To expedite your season, you may choose to simulate games. If you have opted to simulate games, you will encounter events that occur occasionally during simulated games that require your immediate attention. Players that are about to hit milestone achievements and games that are close in the waning minutes are all scenarios that you will receive notification. When a Simulation Alert is delivered, you will have the option to interrupt the simulation and respond personally and accordingly.

DYNASTY MENU

Press **O** from the Dynasty Central screen to access the Dynasty menu.

GM'S DESK

At any time throughout the season, utilize the GM's Desk to view your coaching staff, review matchups, prepare for the offseason, go over the ESPN Injury Report, and more. Monitor the monthly GM summary and evaluate how your players are developing, as well as your progress on completing Dynasty objectives. The more you know, the better prepared your team will be for every game each season.

TRADE BLOCK

With the Trade Block, dangle players to other teams around the league and see if you can upgrade the talent on your roster. The Trade Block may be just what your franchise needs to get to the next level and possibly to an NBA title.

ROSTER MANAGEMENT

Keep your team on track in every facet of the game via the Roster Management menu. Adjust your player rotation, facilitate single or multi-player trades, sign free agents, alter your playbook, and more as you look for any advantage you can gain over the course of the season.

OFF-SEASON

The Off-Season is a great time to scout the talent you currently possess on your roster as well invite players to participate in Academy workouts. Success in the workouts and the level of scouting via Dynasty upgrades will determine what you learn about a player.

WORKOUT RESULTS

The player performed better than expected.

The player performed worse than expected.

Along with scouting come the franchise-making (or breaking) Rookie Draft and Free Agent Signing Period. The all-new draft day format features draft day trades, news, and rumors circulating around the league. After the Rookie Draft is complete, you have the chance to bid on and offer contracts to free agents during the all-new Free Agent Signing Period. Financial security is the main selling point to many of the players, but don't break the bank to sign them. Be sure to keep enough money in the budget in order to sign the key role players as well.

To manage your roster, you can also re-sign and release players from the lineup. After the free agent period ends and your roster is set, the new season begins.

FANTASY TEAMS

Rather than take a team's default rosters into a game, you can quickly select your fantasy roster to go head-to-head against another fantasy roster in this game mode. Simply draft the 10 players you want on your squad and see your dream team come to life as you head to the court.

HBOX LIVE

Play anyone and everyone, anytime, anywhere on Xbox LIVE®. Build your profile (your gamer card). Chat with your friends. Download content (TV shows, trailers, HD movies, game demos, exclusive game content, and Arcade games) at Xbox LIVE Marketplace. Send and receive voice and video messages. Use LIVE with both Xbox 360® and Windows®. Play, chat, and download on both your PC and your Xbox 360. LIVE gives you ultimate access to the things you want and the people you know, on both your PC and your TV. Get connected and join the revolution!

REGISTRATION AND SUBSCRIPTION REQUIRED TO ACCESS ONLINE FEATURES. EA ONLINE TERMS & CONDITIONS AND FEATURE UPDATES ARE FOUND AT WWW.EA.COM. YOU MUST BE 13+ TO REGISTER WITH EA ONLINE. INCLUDES SOFTWARE THAT COLLECTS DATA ONLINE NECESSARY TO PROVIDE INGAME ADVERTISING. EA MAY PROVIDE CERTAIN INCREMENTAL CONTENT AND/OR UPDATES FOR NO ADDITIONAL CHARGE, IF AND WHEN AVAILABLE.

EA MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON WWW.EA.COM OR 30 DAYS AFTER THE LAST DAY OF THE 2009-2010 BASKETBALL SEASON.

CONNECTING

Before you can use Xbox LIVE, connect your Xbox 360 console to a high-speed Internet connection and sign up to become an Xbox LIVE member.

For more information about connecting, and to determine whether Xbox LIVE is available in your region, go to www.xbox.com/live/countries.

FAMILY SETTINGS

These easy and flexible tools enable parents and caregivers to decide which games young game players can access based on the content rating. And now, LIVE Family Settings and Windows Vista Parental Controls work better together. Parents can restrict access to mature-rated content. Approve who and how your family interacts with others online with the LIVE service. And set time limits on how long they can play. For more information, go to www.xbox.com/familysettings.

PLAYING NBA LIVE 10 ON XBOX LIVE

adidas LIVE Run

adidas LIVE Run is a new mode that takes Online Team Play to the next level. Join or create your squad online with up to five players per team. Pick your favorite position, player, shoes, and gear and take on another squad on a custom adidas pick-up court. Play up to 21 points just like Saturday morning at the gym. After your games, track your personal and squad stats, as well as records. Each month a new season begins.

Versus

Play a game on Xbox LIVE solo or with up to three online guests. See the different ways to create and/or join games via Versus.

Quick Match

Match up with a user similar in level. If no opponent is found, you can create a session.

Custom Match

Search for either Unranked or Ranked sessions. This option allows you to define the settings of your upcoming game, such as quarter length, fatigue, or preferred language.

Play Friend Online Leagues

Take on a friend in an unranked match and settle the score once and for all. Drafts, trades, and playoffs are part of NBA LIVE 10 online play! Join up to 10 public or private leagues or create your very own league(s). Appoint yourself or elect a General Manager to oversee league activities. It's schedule-free but wins and losses are tabulated, so see who in your league is online to go head-to-head with you.

Team Play	Play with up to 10 user-controlled players on the court at the same time with any NBA teams.
Lobby	The Lobby interface allows you to create a room or enter a specific room based on real-life key matchups, game modes, skill level, or home country. Users can chat and send invitations to play games from here.
Fantasy Teams	Build your own dream lineup by selecting any 10 players from any NBA franchise to conquer the basketball world.
ESPN	The integration of ESPN with <i>NBA LIVE 10</i> bridges the gap between real-life NBA basketball and the NBA on your Xbox 360 console like never before. Stay connected with the sports world at all times with each of the following:
On Demand	Get up-to-the-minute news and scores with the ESPN Sports Ticker, which is available in all menu screens. View video content in a new interface that provides your sports fix without having to leave the game.
Live Stats	No one will equal your vast basketball knowledge, thanks to Live Stats. Player and team stats along with the NBA standings are refreshed daily keeping your statistical expertise primed.
NOTE: Accessibility to the ESPN Sports Ticker, ESPN Radio, ESPN Video, and ESPNEWS is available online only.	
My NBA LIVE 10 Online	View your player HUB, leaderboards, news and recent offers, EA Locker, and settings and make any adjustments that will prolong your on-court domination.

LINKING YOUR GAMERTAG TO AN EA ACCOUNT

Once you're connected to Xbox LIVE your gamertag acts as your gamer profile, a unique on-screen player identifier separating you from the rest of the field. Your gamertag can also be linked to your EA Account enabling you to participate in message board discussions, seek technical support, view game stats, and much more.

- ▶ **If you don't have an EA Account** and have not gone online with an EA title using your gamertag, you must create an EA Account from the EA Online Account Creation screen. The information entered will link your gamertag to an EA Account (which can then be used to access any supported game features on the web (e.g., www.easportsworld.com). Once these details have been accepted it can't be changed, so be sure to make a note of it.
- ▶ **If you already have an EA Account** created from www.ea.com but have yet to link your gamertag or gone online using your gamer profile with an EA title, you will be prompted to enter your EA Account details on the EA Online Account Creation screen. Entering your EA Account details links your gamertag to this account. Please make sure that you use the same email address used to create your online entitlement (i.e., your gamertag).
- ▶ **To link your Xbox LIVE gamertag to an EA Account or manage your EA Account on the web visit www.ea.com.** From here you can login to your EA Account or create an account if one does not exist. After you've logged in, select PERSONAS, then click LINK AN EXISTING PERSONA. Choose XBOX LIVE GAMERTAG, type your gamertag in the box provided, click SUBMIT, and then click CONTINUE. Your gamertag is now linked to your EA Account. You can also visit profile.ea.com to update your account information, retrieve lost passwords, and view currently linked Personas from the My Account screen.

NOTE: If you've already created an EA Account, your login is normally your email address.

EA SPORTS™ WORLD

In addition to the competitive challenges offered online, *NBA LIVE 10* delivers an all-new and exciting interactive experience with EA SPORTS World, a web-based feature that allows you to collect career stats across multiple EA SPORTS titles, create an EA SPORTS Avatar, participate in one of the many online communities, view videos, and much more.

- ▶ Creating an EA SPORTS World account is easy. Simply visit www.easportsworld.com and log in using your EA Account information (email address and password).
- ▶ If you have not linked a gamertag to your EA Account you will be prompted to do so upon logging into EA SPORTS World for the first time.

NOTE: Once an email address and password have been accepted they can't be changed, so be sure to make a note of these details so you can use them to access game specific features on EA web sites.

MY NBA LIVE 10

Get your players' stats, shuffle rosters, tweak your playbook, create the next NBA sensation, and more with My NBA LIVE 10.

TEAM MANAGEMENT

ROSTER MANAGEMENT

Modify rosters, view lineups, sign and release players, make trades, and—if necessary—reset all the lineups and rosters to their default settings.

CREATE PLAYER

With easy access and more features than ever before, assemble the ultimate basketball player in the Creation Player. Construct a player whose looks emulate your style of play and transform him into a hoops legend. Once his appearance is finalized, your new "created" player can be added to the NBA roster of your choice.

Appearance

Customize your player's head, hair type, facial hair, and complexion to make him look however you see fit.

Player Info

Give your player his identity and background by creating a first and last name, height and weight, birthday, hometown, and jersey number. Also assign his handedness (left or right), primary and secondary position, college attended, and how many years he's been a pro.

Accessories

From an old school headband to tough tattoos, load up your created player with accessories that make a statement.

Attributes

Modify your player's attributes in the following skill sets—player DNA, DNA tendencies, DNA shooting, athleticism, outside, inside, teamwork, and defense or copy the attributes from a current NBA player and have your name mentioned in the same breath as a proven All-Star.

Animation

Customize your player's animation package so that he moves the way you want him to in-game. You can choose his jump shot style, Go-To move, free throw style, free throw routine, and dunk style.

ESPN LIVE STATS CENTRAL

Check out the stats for all your favorite teams and players. ESPN LIVE Stats provides up-to-date team and player data as the real season progresses.

PLAYBOOK

Set your offensive and defensive playbook by choosing from a list of drawn out plays and linking them to the controls that you wish to use. Tailor each playbook to your players' strengths and choose the best sets for your team.

CAREER HIGHLIGHTS

Capture and save your best *NBA LIVE 10* gameplay moments in Instant Replay, then view them via the Career Highlights screen. Upload your favorite photos and replays to www.easportsworld.com.

SETTINGS

Determine your Rules, Gameplay Settings, Audio Settings, Visual Settings, Dynamic DNA Settings, Control Settings, as well as Video Calibration.

NBA LIVE 10 PROFILE MANAGEMENT

Manage your profile on this screen by setting the lead profile. You can also change your favorite team.

EA SPORTS™ TRAX

This is the place to go to select the songs you want to hear when playing in the Player's Gym and while browsing through game menus.

SAVE/LOAD/DELETE

Load any saved files, save a Dynasty or FIBA World Championship in progress, or delete a file you've already saved.

EA SPORTS™ EXTRAS

Access the Xbox LIVE Marketplace, Achievements, NBA Codes, and Credits via this screen.



YOU PLAYED THE GAME. NOW PLAY THE MUSIC.

EA SOUNDTRACKS AND RINGTONES
AVAILABLE AT WWW.EA.COM/EATRAX/