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Dell Sports Launches PickHoops.com

(Wireless News Via Thomson Dialog NewsEdge)

Dell Sports said that it is launching PickHoops.com, an interactive gaming website custom built to fuel "March Madness" frenzy with several features that set it apart from any other site of its kind.

Targeting the more than 44 percent of U.S. workers who participate regularly in office pools, the company noted, the newly updated bracket management software features backend technology and a user-friendly interface that both heighten the gaming experience and open it up to fans of all levels.

A "Quick Pick" option automatically generates a random bracket and displays the risk level for that bracket. Fans may keep generating random brackets until they find the ones they want to keep or revert back to entering individual selections. The "Risk Assessor" allows participants to see the risk levels of their bracket changes with each individual selection that is made. If a fan has a particular risk level in mind, that "Desired Risk" can be entered and a bracket will be generated accordingly. Through this functionality, even basketball's newest fans can benefit, with a non-intimidating way to battle their friends and co-workers.

The "What If" generator allows fans to select various game outcomes and determine how those scenarios will impact the standings. Additionally, a "Best Results" feature begins after the second round of games. It gives participants the probability of their best and worst finishes, along with the specific teams that must win in each round in order to achieve those best finishes. These features keeps fans engaged in their bracket games for the entire tournament and assist them in determining which teams to pull for in each round.

While the development of PickHoops began more than 10 years ago, Dell Sports acquired the site and undertook extensive front and backend remodeling, all leading to the current updated PickHoops site, the company noted in a release.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

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