

## Hip-Hop 'Spit' Flies on Spitcam in Rap Battles

Written by Robert ID2564

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Hip-hop rap artist Jin the Emcee and LiveDigital.com are teaming up to find the next ground-breaking, raw and talented battle rap newcomer through their revolutionary interactive video event – Spitcam. Using the latest and most innovative multimedia platform on the web, LiveDigital will greatly enhance the digital lifestyle of their rapidly growing online community as hip-hop hopefuls the world over duke it out for the respect of the international battle rap superstar Jin the Emcee.

Aspiring emcees who want to take their wordplay to the next level can submit their 60-second videos of verbal assault to Spitcam, and encourage their digital connections to log on and vote dope (thumbs up) or wack (thumbs down). Spitcam's tournaments provide a platform for up and coming freestylers to promote their sounds with LiveDigital's powerful broadcasting tools and become a part of the dynamic and diverse LiveDigital community.

"Over the years, battling online with audio has become its own culture," said Jin. "That's why I worked with LiveDigital to put Spitcam together. We're bringing the whole phenomenon to the next level. Now not only can you make diss audios about your opponent, but you can actually have a visual with those rhymes. Step up to the Spitcam challenge. Let the battling begin."

Each Spitcam contest winner will be awarded \$1,000, a spot in the Spitcam Hall of Fame and the hard-earned respect of freestyle phenomenon rap artist Jin the Emcee (106 & Park Hall of Famer and 2 Time 50K FightKlub Champion).

Some of the biggest names in hip-hop got their start battle rapping, a competition in which two emcees stand face to face and take turns verbally attacking and spitting rhymes against the other. After going through the predetermined number of rounds, the audience decides which emcee walks away the victor.

Each Spitcam competition begins with an open call for entries for all LiveDigital community members. Using a bracket system, the top eight entries will be paired off for their first battle; the four winners of the first battle will be paired off for a second battle; and the two winners of the second battle will then face off for a final battle and a chance to win \$1,000.

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"The Spitcam competition is the first interactive and digital competition of its kind. Spitcam is an excellent demonstration of LiveDigital's platform capabilities to facilitate the creation of original art and self expression while fostering community," said Lawrence Ng, CEO of LiveDigital's parent company Oversee.net. "The universal appeal of LiveDigital is that it empowers, creates and fosters interaction, while providing the best multimedia tools available, allowing for communal self-expression -- ultimately enhancing a user's digital lifestyle."

Check out these sites for more information -

<http://www.livedigital.com/contest/spitcam>

<http://www.livedigital.com/>

<http://www.oversee.net/>