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ACC, Raycom introduce iPhone app

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The ACC is diving headfirst into new media with an iPhone application that launched today.

Raycom Sports, the ACC's Charlotte-based media partner, is helping the ACC produce an application that can be downloaded by searching for "ACC" in the iTunes application store and downloaded for an introductory annual cost of $1.99.

With the application, fans will be able to:

- Watch select live football and basketball syndicated ACC telecasts from Raycom.

- See real-time game tracking with live game statistics, scoring summaries, play by play and other updates.

- Be alerted to breaking team news and game scores.

- Customize the application to represent their favorite conference team.

- View video clips featuring team previews, highlights and archival ACC moments.

"The introduction of the ACC App is exciting and we are pleased to provide this opportunity to our fans," ACC commissioner John Swofford said in a statement. "Our league is committed to continuing to be in the forefront of new technology and offer more access to our conference than ever before."