



ePlay adds GO and Apple ARKit to Product Line

ePlay announces plans for Augmented Reality (AR) sports game utilizing Apple's AR Kit

(Calgary, August 8, 2017) – [ePlay Digital Inc. \(CSE:EPY\)](#), today announces its plans for its next generation sports fantasy game featuring Augmented Reality (AR). In June, Apple released its Augmented Reality Software Developers Kit (ARKit) to app developers. ePlay's engineers are utilizing ARKit and Mobovivo's Sports Game Engine to develop a unique experience for sports fans of all ages. ePlay's team has extensive experience delivering apps and games for companies such as: CBS, ESPN, Time Warner Cable, Sony Pictures, and Cineplex. ARKit is compatible with Apple iOS 11 to be released in the Fall. ePlay will finalize and release its new GO game and platform also in the Fall.



ePlay is currently demonstrating the GO game to media, professional leagues, teams, players, broadcasters, and players associations to get the details right in the game. Users will discover athletes at the office, school, gym, park, playground, stadium and trails. Full-body 3D models of athletes will greet users with a smile and reveal their latest stats on the sidewalk, in the boardroom, coffee shop, hallway and stadium concourse.

“ePlay's GO game will change fantasy sports forever and with Apple's ARKit we are going to blow people's minds,” says Trevor Doerksen, CEO of ePlay and CEO and Founder of Mobovivo. “GO, a free game the whole family can play, introduces athletes to fans, new and old, and helps create a deeper relationship between fan and athlete. Fans even get to take augmented reality celebrity selfies to share on social media.”

The experience is similar to the popular Pokémon Go game. At the same time, the app is very different in its approach to animation, mechanism of drafting athletes, and ongoing game play. In GO, every time a drafted athlete takes the field, ice or court, they earn the GO player additional points without even launching the app. Like Pokemon Go, ePlay's game will be free for users and supported with advertising and in app purchases. AR Athletes offer advice about their teammates that are performing well - and where they might be discovered near the GO player.

ePlay's team has been working since November 2016 on design, location database, game programming, a smart athlete spawning algorithm and of course visualization with a couple of breakthroughs on the way including ARKit.



About ePlay Digital

ePlay Digital Inc. develops real-time fan engagement technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences. ePlay bridges the gap between traditional broadcast and dynamic, next generation multi-platform networks that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices. ePlay is operated by a team of sports, gaming and eSports authorities as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the Mobovivo Sports Game Engine to market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, Cineplex, and others.

Further Information

Further details are available under the Company's profile on SEDAR at www.sedar.com, and the Company's profile on the CSE's website at www.thecse.com/

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Deutsche Boerse Xetra - Frankfurt Stock Exchange: [Symbol 2NY2; WKN: A2AN4D; ISIN CA26885W1041](#)

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