



ePlay to Demonstrate Augmented Reality Sports Fantasy Game at CES in Las Vegas
ePlay will demonstrate the first in a series of new mobile sports fantasy games

(Las Vegas, Jan. 9, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) today announces that they are demonstrating the latest version of its Augmented Reality (AR) Sports Fantasy Game at the Consumer Electronics Show (CES) in Las Vegas. Basketball, football, baseball, hockey, and soccer modules will be



released alongside ePlay’s partners throughout the year. The game, sometimes called “Pokémon Go meets DraftKings” allows users to meet and draft 3D animated athletes in AR.

“Working with our partners and athletes directly, the mobile game is designed to increase engagement between athlete and fan,” says Trevor Doerksen, CEO of ePlay Digital. “Athletes and players can control their appearance in the game with selfies and via social media. All players and eSports viewing audiences walk between two worlds: the on-court, on-ice, on-field performance augmented by customizable 3D avatars, front and rear-facing mobile cameras, player narration, selfies, and actual game play.”

A range of critical elements for the game, including logos, player images, as well as the sports data that will underpin the fantasy statistics and scores will be supplied by sports data technology leaders Sportradar. Those statistics and scores, delivered off the back of Sportradar’s own partnerships and processes, will enable users to draft athletes and begin earning points and prizes.

“At Sportradar, we are committed to delivering cutting-edge data and products that push insight and engagement to new levels” says Dave Abbott, SVP Innovation and Product Integration at Sportradar. “Where fantasy and Augmented Reality meets is a fascinating space and it is exciting to see our data chosen by ePlay to ensure their upcoming game titles are reliable as well as innovative and fun”.

The AR game will include advertising and in-app purchases for character customization, athlete charities, and level ups. The Core Sports & Entertainment Coin (www.corecoinz.com) will be launched with ePlay game titles so that brands, users and athletes can work together to earn rewards and drive engagement.



ePlay's stakeholders: athletes, leagues, teams, players unions, mobile providers, sports apparel companies, and sports sponsors will be reviewing the alpha version of the game during CES to provide valuable feedback as the company finalizes the first public release.

The new AR platform used to create the upcoming game titles is also being demonstrated to potential clients by Mobovivo, ePlay's software-as-a-service subsidiary, on January 12 at CES.

ePlay is inviting the media in attendance to schedule a demo at CES by contacting the company via [email](#) or [online](#). For media not attending CES an online demo can be scheduled starting January 8 by contacting the company via [email](#) or [online](#).

Media Kit: <https://goo.gl/Xem9Rh>

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.

Mobovivo's Real-Time Sports Game Engine supports over 100 million interactions / minute for companies like ESPN, CBS, Cineplex, TWC and Intel enabling viewers to engage with content and social daily fantasy across all screens and platforms.

Mobovivo is a wholly owned services-based subsidiary of [ePlay Digital](#).

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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Canadian Securities Exchange (CSE): [Symbol EPY](#)



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

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