



ePlay Announces New Client for AR Game Engine

Permission utilizes Augmented Reality as a safe, secure and fun way to obtain sexual consent.

(Los Angeles, Feb. 9, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) today announces that they have licensed their Augmented Reality (AR) Game Engine for use in a new app, currently under development, called Permission.

[Permission](#) offers a safe, secure and fun way to begin a conversation about sexual consent. Permission, embraces #metoo and aims to change the world, by offering a simple and user-friendly platform anybody can trust.



The Permission app team is led by a medical doctor, a Hollywood-based sports broadcaster with her own #metoo story, and supported by ePlay and its team. The deal is a mix of revenue and equity in Permission. Medical doctor and occupational medicine specialist, Dr. Jalees Razavi came up with the idea for a sexual consent app that includes tests to give an individual insight into their own state of intoxication, helping make sexual consent safe, fun and secure.

“We all see the consequences of not obtaining sexual consent,” says Dr. Jalees Razavi. “I wanted to make sure there was also a way to ensure that consent was reliable, so testing for one’s capacity to give consent and alerting individuals who are under the influence was important. I knew ePlay’s team would figure out a way to do this using augmented reality and I’m thrilled to have Lindsay McCormick on the Permission team.”

Lindsay McCormick and others have joined Permission as key advisors. Lindsay is a Los Angeles based sports broadcaster with her own high profile #metoo story that hit Newsweek, CNN, and USA Today in December 2017. The team is dedicated to making sexual consent fun in order to initiate conversation widely. The announcement is timed to initiate conversation about Permission as the first Valentine’s Day of the #metoo movement that has raised awareness of sexual consent approaches.



“The world is looking for a way to engage enthusiastically and manage risks,” says Lindsay McCormick, sports broadcaster. “It’s important that the data about individuals and partners sexual consent not be floating around in the cloud, but stored securely on users devices.”

“Permission brings popular augmented reality features of Pokémon Go together with Tinder,” says Trevor Doerksen, CEO of ePlay Digital. “We know that sexual consent must be safe and secure, but it doesn’t have to be boring?”

More information about the project is available at www.SaferToAsk.com and on Instagram, Twitter and Facebook @SaferToAsk.

About ePlay Digital

ePlay Digital Inc. develops and publishes real-time fan engagement technologies for sports and entertainment. ePlay’s upcoming game titles leverage the Mobovivo Sports & Entertainment Game Engine to engage audiences and the brands looking to reach them with increased advertising inventory, mobile and retail activation. 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 & Entertainment Game Engine to market with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

Mobovivo's Real-Time Sports & Entertainment Game Engine supports over 100 million interactions / minute for companies like ESPN, Thales, CBS, TWC and Intel enabling viewers, influencers and brands to connect and engage with content, mobile games, advertising and product placement 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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