Award winning creator and publisher of mobile games puts the ‘e’ on Play

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There is an emerging trend of using Augmented Reality (AR) or Virtual Reality (VR) to enhance the user experience, either in gaming or in entertainment. AR is an enhanced experience in the real world whereas VR is a virtual (digital) world experience.

According to Fortune Business Insights, the global Augmented Reality market size was US$ 2.82 billion in 2019 and is projected to reach US$ 65.22 billion by 2027, exhibiting **a CAGR of 48.3%.** That’s a very impressive **23x increase** over the 8 year forecast period.

Today’s company is an award winning creator and publisher of games (including AR games) that can be used on your mobile phone.

ePlay Digital Inc. (CSE: EPY) (“ePlay”) is a sports, eSports, and AR entertainment mobile games developer and publisher. ePlay has 10+ mobile sports, eSports, and entertainment games already released and several others readying for commercial release. They also have an AR fitness app called Klocked.

Some of ePlay’s game titles include: Howie Go Viral, Outbreak ES, Outbreak Unlimited, Big Swish, SwishAR ES, SwishAR, Big Shot Basketball, Big Shot Swish, Klocked Fitness app and Fan Freak.

ePlay creates and publishes mobile games for sports, eSports & AR entertainment

Source: ePlay investor deck 2021

Market opportunity

The market opportunity for ePlay is enormous. For example, ePlay operates in several markets including: eSports (US$1.1 billion), mobile games (US$120 billion), mobile advertising (US$107 billion), sports advertising (US$150 billion) and the US$37.9 billion sports gaming markets.

ePlay's global market opportunity

Source: ePlay investor deck 2021

Distribution and commercialization of ePlay's AR mobile games

The key method of distribution used by ePlay is having its games available on the Apple app store and the Android play store. ePlay also has a marketing and distribution deal with one of China's largest media conglomerates, with an audience of over 100 million viewers.

Partners and investors include comedian, and America's Got Talent's, Howie Mandel, social media star and 7-time NBA champ, Robert Horry, and TV host and Sports broadcaster, Lindsay McCormick.

In September ePlay announced the launch of their Klocked Fitness app. By using AR the app makes exercise fun and engaging.

In some recent good news for ePlay, the Company announced that a major update of their Outbreak mobile game featuring Howie Mandel was approved for both the Apple and the Google Stores. Trevor Doerksen, CEO of ePlay Digital, stated: "We are seeking millions of players for the games we created with Howie Mandel

and are well on our way with top rated titles like Outbreak."

ePlay stated in the news release:

"Outbreak is a part of a series of games developed by ePlay and created in partnership with Howie Mandel. Howie's Games highlights just one of many successful partnerships between ePlay, athletes, celebrities and great brands. Others include Robert Horry, 7-time NBA champion with his mobile game Big Shot Basketball co-created and developed by ePlay. The Klocked partnership was announced earlier this summer with Spartan Racing and more announcements to follow."

In further good news, ePlay announced on September 30 that Apple has approved ePlay's Fan Freak app and ePlay wallet. Fan Freak is 3 games-in-one, all of which allow users to earn prizes and points. The three games included in the initial release include Fantasy, Pick-Sheet, and Streak. Games covered by Fan Freak include NHL, NFL, MLB, NBA, and NCAA football.

Closing remarks

ePlay is at a great stage now for investors to consider. This is because the hard work of game development and distribution has been done. Now comes the potential for large revenues if the games achieve popularity and monetization success.

Trading on a market cap of just C$17.75 million leaves ePlay Digital with plenty of potential upside ahead if ePlay's revenues take off as commercialization of its games progresses in 2021 and beyond.