

# Trevor Doerksen of ePlay Digital on how free VR running app Klocked is getting users off the couch

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In this InvestorIntel interview with host Tracy Weslosky, [ePlay Digital Inc.](#)'s (CSE: EPY) CEO Trevor Doerksen talks about ePlay's award-winning, augmented reality running app, Klocked. ePlay is a mobile game creator and publisher specializing in sports and entertainment augmented reality (AR) titles.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here to access InvestorChannel.com](#)), Trevor talks about Klocked, a free, real-time, 3D, audio and video running fitness app. He explains how Klocked uses sports science, 3D visualization, and coaches to help athletes improve performance and enhance their fitness activities and motivate them to a new personal best. Klocked allows users to turn their usual run into an exciting virtual 3D experience in different cities all around the world, connecting Klocked to their treadmill and run as if they were outside. Trevor says with Klocked "you take a step in the real world and your avatar moves through the virtual world."

Trevor also emphasizes the importance of user feedback to continuous improvement of Klocked. "We've gone back to our first batch of 20,000 users and said: 'What are we getting right?' Trevor tells Tracy. "They're telling us exactly what we need to do to make it more real for them, to help them improve their performance and to help improve the product." With the 'hot runner market' projected to be worth over \$4 billion by 2026,

Trevor talks about Klocked's appeal to "couch to 5K" beginner or returning runners, as well as providing useful real-time peer data to runner mass participation events such as half and full marathons.

To access the full InvestorIntel interview, [click here](#)

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### **About ePlay Digital Inc.**

[ePlay Digital](#) Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including the, award-winning, augmented reality running app, [Klocked.run](#), sports gaming app [Fan Freak](#), flagship title [Big Shot Basketball](#) and Howie Mandel mobile game collaboration – [HowiesGames.fun](#). ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

To know more about ePlay Digital Inc., [click here](#)

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