ePlay Digital is your Gateway into the Metaverse

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One of the biggest trends today is mobile gaming, and one of the largest trends of tomorrow is augmented reality (AR) and the metaverse. AR is a real-world environment where the objects that reside in the real world are enhanced. The metaverse is a network of 3D virtual worlds (virtual reality) focused on social connection.

Today's company is at the leading edge of mobile gaming incorporating AR, VR, and the metaverse.

ePlay Digital Inc. (CSE: EPY) (ePlay) is a sports, eSports, and entertainment mobile games developer and publisher. ePlay is big on Augmented Reality and the metaverse.

ePlay has over 10+ mobile sports, esports, and entertainment games released and several others readying for commercial release. Some of the most popular mobile apps developed by ePlay include the flagship title Big Shot Basketball and the Howie Mandel mobile game collaboration.

ePlay develops and publishes mobile phone games for sports, eSports, and entertainment

Source: ePlay investor deck

ePlay's latest releases include revolutionary 3D AR fitness/running app 'Klocked', sports and entertainment real estate metaverse 'Klocked World', and fantasy sports app 'Fan Freak'.

Klocked (augmented reality fitness app)

ePlay's AR fitness app, Klocked is an immersive fitness experience that allows you to run in the real world and power your avatar across 400+ virtual courses. You and your avatar can together explore, train, compete with a global community.

Klocked, recently won the Ember Award for best mobile solution as well as introducing a new feature called "Join live". It allows you and your avatar to join with friends or new friends while on a run.

Trevor Doerksen, CEO of ePlay Digital and co-creator of Klocked fitness app, stated: "Running with friends is great – strangers too. That's hard in the best of times, and a pandemic is not the best of times…..I hope *Klocked Join Live* helps us get out there more, go longer, faster, and meet new people. In the real world or Klocked World, I'm pretty motivated to catch up and join others."

ePlay's Klocked AR fitness app – Run on your treadmill and watch yourself and your surroundings (via your avatar) in the virtual world

Source: Klocked.me

Klocked World (sports and entertainment real estate metaverse)

ePlay recently released 'Klocked World'. It is a connected virtual world (metaverse) where users buy, sell, collect, build, innovate, and curate unique virtual 'sports and entertainment' real estate. The Klocked World Metaverse Real Estate Platform allows users to purchase property, courses, fields, baseball diamonds, and other iconic or locally famous sports real estate.

ePlay's Klocked World

Source: Klocked World

Fan Freak App and ePlay Wallet

In January 2022, ePlay announced the release of Fan Freak. Fan Freak is a daily fantasy sports and streak app with cash and NFT prizes. Fan Freak includes NHL, NFL, MLB, NBA, and NCAA Football. The three games included in the initial release include Fantasy MVP, Pick-Sheet, and Streak.

The ePlay Wallet is interoperable with other ePlay games and fully circumvents App Store revenue sharing that can be as high as 30% to the App Store.

ePlay's Fan Freak allows sports fans to build teams, streaks, and win cash prizes.

Source: ePlay Digital Fan Freak

ePlay's promotion, distribution, and market opportunity

In terms of promotion, ePlay partners and investors include comedian and America's Got Talent's Howie Mandel, Top 10 social media star, 7-time NBA champ Robert Horry, and TV host and Sports broadcaster Lindsay McCormick.

For distribution, ePlay is available in Google Play and the Apple app store. ePlay also has a marketing and distribution deal with one of China's largest media conglomerates, with an audience of >100 million viewers.

ePlay's market opportunity is to tap into the markets for

eSports (US$1.1 billion), mobile games (US$107 billion), mobile advertising (US$107 billion), sports advertising (US$150 billion) and the sports gaming market (US$37.9 billion).

Closing remarks

AR and the metaverse are said to be the next big thing. ePlay is at the cutting edge of this trend developing and publishing ‘mobile’ AR, 3D, and immersive fitness, sports, eSports, and entertainment games apps with superb live experiences that are celebrity-driven, valuable, precious, and unique.

ePlay trades on a market cap of C$6 million and certainly is a play on the mobile gaming and entertainment future, with AR, VR, and the metaverse all thrown in. Impressive combination and a stock to watch closely in 2022.