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

written by InvestorNews | August 9, 2022
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

Don't miss other InvestorIntel interviews. Subscribe to the InvestorIntel YouTube channel by clicking here.

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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Trevor Doerksen of ePlay

Digital on commercializing its virtual worlds

written by InvestorNews | August 9, 2022

In this InvestorIntel interview with host Tracy Weslosky, ePlay Digital Inc.'s (CSE: EPY) CEO Trevor Doerksen discusses the introduction of metaverse advertising and brand monetization into ePlay's virtual worlds as they accelerate towards full commercialization.

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel (click here), Trevor Doerksen talks about ePlay's partnership with VR advertising innovator Trivver to bring dynamic virtual reality and augmented reality advertising directly into ePlay's Klocked World. As the "running metaverse that you could immerse yourself in today", Trevor explains how Klocked World makes ePlay an early leader in the fast-growing market of metaverse engagement and commercialization.

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Trevor Doerksen on ePlay's Metaverse, and its Boston Common 5k Hybrid Real-Time Race and Virtual Run

written by InvestorNews | August 9, 2022

In a recent InvestorIntel interview, Chris Thompson spoke with Trevor Doerksen, CEO of ePlay Digital Inc. (CSE: EPY), about ePlay's three-in-one Fan Freak sports app, and about its Boston Common 5k Hybrid, Real-Time Race Experience and Virtual Run which will be held on November 27, 2021.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Trevor Doerksen introduced ePlay's sports Metaverse comprised of their augmented reality running app Klocked, sports gaming apps, Fan Freak and Big Shot Basketball, and, Howie Mandel's mobile game collaboration, Howie's Games. In addition to having developed games for companies like ESPN, Sony Pictures, Intel, and Time Warner Cable, as well as the FIFA World Cup and others, Trevor told InvestorIntel that ePlay has also developed games' series in collaboration with 7-time NBA Champion Robert Horry

and Olympian Michael Smith in addition to those with comedian and America's Got Talent's Howie Mandel.

To watch the full interview, click here.

About ePlay Digital Inc.

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new augmented reality running app, Klocked.run, sports gaming app Fan Freak, flagship title, Big Shot Basketball, and their Howie Mandel mobile game collaboration – HowiesGames.com. 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.

ePlay's wholly-owned subsidiary Mobovivo eSports specializes in augmented reality, mobile game development and mobile eSports streaming.

To learn more about ePlay Digital Inc., click here

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Award winning creator and publisher of mobile games puts

the ‘e’ on Play

written by InvestorNews | August 9, 2022

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.

Trevor Doerksen on ePlay

Digital's partnerships with Howie Mandel and 7-time NBA champ Robert Horry

written by InvestorNews | August 9, 2022
In a recent InvestorIntel interview, Tracy Weslosky speaks with Trevor Doerksen, CEO of ePlay Digital Inc. (CSE: EPY) about ePlay Digital's recent announcement on the submission of the sports app Fan Freak to App Store.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Trevor went on to say that Fan Freak is a three-in-one sports app which allows users to play daily fantasy, pick sheet, and streak games with the NFL, NHL, MLB, NBA and more. Highlighting ePlay Digital's competitive advantages. Trevor touches on the benefits of IP ownership and building partnerships with well-known comedian Howie Mandel and 7-time NBA champ Robert Horry.

To watch the full interview, click here

About ePlay Digital Inc.

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new augmented reality running app, Klocked.me, flagship title Big Shot Basketball and Howie Mandel mobile game collaboration – HowiesGames.com. 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

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