

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](https://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.

Pokemon Go meets NBA at ePlay Digital

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I remember back when Pokemon Go first came out in 2016. It was quite unique at the time, had massive appeal (downloaded more than 500 million times worldwide within 6 months) and was mortally addictive. What do I mean by mortally addictive? People became so engrossed with the game they were literally walking into harm's way following the screen on their mobile device as opposed to the actual environment they were in. One unintended consequence (or maybe it was intended) was that it got video gamers off their butts and out into the real world and actually

walking around, meeting people and getting a little exercise. For better or for worse, augmented reality (AR) had come of age.

Today AR and VR (virtual reality) are starting to become an almost normal part of everyday. With the pandemic afflicting the world for the last 18+ months, who didn't want to go for a run on a treadmill that had a screen showing you in a cheery meadow or perhaps a bike ride through some exotic foreign location. Granted those aren't quite as interactive as things like Pokemon Go but it is a form of AR. That's where [ePlay Digital Inc.](#) (CSE: EPY) and their [Klocked](#) offering, which is an augmented reality fitness app and network for races and everyday training, takes things to another level.

The Klocked website proclaims you are "Racing on the Holodeck", which is a Star Trek reference to a fictional device that uses holograms to create a realistic 3D simulation of a real or imaginary settings, in which participants can freely interact with the environment. The App, using the Augmented Reality Sports Network, tracks your fitness activity using GPS and in real-time visualizes everyday training and racing utilizing advanced 3D augmented reality technology. Artificial Intelligence (AI) provides real-time feedback regarding race placement, personal best progress, and fitness enhancements. Klocked allows spectators and fans to live stream or view on-demand the world's biggest marathons and races from thousands of Klocked virtual cameras. In other words, you can be running around your neighbourhood but your family can watch you competing in the NYC Marathon (or whatever event you want to be in). In your earbuds, you are hearing the cheering fans and the occasional motivational encouragement as well as progress updates. Runners can customize their avatars, share their runs, upload to Strava, and run under the Eiffel Tower or by the London Eye.

Klocked is one of the latest ePlay contributions to the Apple App store and the Google Play Store. The Company has been gaining traction with its suite of offerings from [Howie's games](#), game titles featuring Howie Mandel, to their flagship title [Robert Horry's Big Shot Basketball](#) where Pokemon Go meets NBA.

In fact, for the week ending July 12th ePlay [announced](#) that it took 100 days to reach 100,000 downloads and 107 days to reach 125,000 downloads. This acceleration in downloads was being led by their new (at the time) Android title [Big Swish](#), a mini basketball game with a twist but we'll get to that in a moment.

At present, the Company, as a mobile game creator and publisher specializing in sports, Esports and entertainment augmented reality titles, has the following games available:

- [Howie Go Viral](#) – iOS / Android
- [Outbreak ES](#) – iOS
- Outbreak Unlimited – iOS / Android
- Big Swish – iOS
- [SwishAR ES](#) – iOS
- [SwishAR](#) – iOS / Android
- [Big Shot Basketball](#) – iOS / Android
- [Big Shot Swish](#) ES – iOS
- [Klocked](#) – iOS / Android

However, the value proposition is how best to monetize these games. You can find dozens of publicly traded gaming companies, some of whom get millions or even billions of views. But the trick is converting views or downloads into ARPU or ARPDAU (industry jargon for Average Revenue per User or Daily Active User). ePlay has a slightly different approach to the mobile gaming business with their evolution towards the betting and gambling angle. Big Swish allows you to show off your basketball shooting Skillz and play for real cash with Swish Real Money Gaming. You can challenge people around the world to a shoot-

out, with a competition platform complete with leaderboards, trophies, cash or virtual currency prizes.

This evolution continues with the next progression in this strategy, the [Fan Freak App](#). The passing of Bill C-218 by the Canadian Senate grants the legalization of betting on individual sports events in Canada. The Fan Freak App allows users to play daily fantasy, pick sheet, and streak games with NFL, NHL, MLB, NBA, and more. But the next level comes from Fan Freak also being interoperable within ePlay's sports metaverse. In other words, you can potentially start betting on different players within ePlay's suite of game offerings. Could this be the opening of Pandora's box? Maybe. But it also could be a huge, and unique, revenue generator.

In the meantime, it will be interesting to see the Q3 quarterly results (albeit Q2 isn't even out yet) to find out if the Company is able to convert the rapidly growing downloads of its various games into revenue, or ARPU. With roughly 96.5 million shares outstanding after the recently completed [acquisition of Holo3D Technologies Inc.](#) for 12 million shares, ePlay Digital has a market cap of just under \$15 million based on yesterday's close of \$0.155/share. It shouldn't take a whole lot of revenue to attract investors into such a small-cap opportunity.