

# 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.

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# **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.