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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If you have any questions surrounding the content of this interview, please contact us at +1 416 792 8228 and/or email us direct at info@investorintel.com.

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ePlay Digital is your Gateway

into the Metaverse

written by InvestorNews | August 9, 2022

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.

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 others.

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

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Pokemon Go meets NBA at ePlay Digital

written by InvestorNews | August 9, 2022

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.