



Big Shot Augmented Reality App At Hollywood Entertainment Technology Festival

Never seen before features of Big Shot Basketball iPhone app to demo at esports and VR/AR festival.

(Hollywood, Oct. 3, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) announced today it is demonstrating the newest Big Shot Augmented Reality (AR) features to industry leaders at the Hollywood Entertainment Technology Festival in Hollywood, California. The features, not yet available to the public, will be on display at the event, in part, to gain insights for upcoming app releases.



“Each update of Big Shot Basketball gets feedback from users and sports and entertainment leaders,” says Trevor Doerksen, CEO of ePlay Digital. “This helps us determine what users are looking for and helps to demonstrate to the augmented reality industry the clear leadership ePlay provides.”

The Hollywood event continues ePlay’s stakeholder outreach program for the Big Shot Basketball mobile game which has included sports, youth, and mobile gaming events. Big Shot is the official name of a Los Angeles youth basketball team coached by NBA champion and sports broadcaster Robert Horry. Big Shot appeared at the West Coast National Championships and NBA Summer League earlier this year and prior to its public beta release. The Big Shot game has appeared during its development at the Las Vegas Consumer Electronics Show (CES) and Mobile

World Congress (MWC). It was at MWC where the company was awarded One Of MWC Most Innovative in Mashable.

Earlier this week, the company announced ARKit compatibility, new filters, and in-app purchases for the Big Shot Basketball mobile game. At the Hollywood Entertainment Technology Festival today, the company will be demonstrating some of latest augmented reality and esports features developed for the game.

About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. 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 the dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

Further Information



Further details are available under the Company's profile on SEDAR at www.sedar.com, and the Company's profile on the CSE's website at www.thecse.com/

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Canadian Securities Exchange (CSE): [Symbol EPY](#)

Deutsche Boerse Xetra - Frankfurt Stock Exchange: [Symbol 2NY2](#); [WKN: A2AN4D](#); [ISIN CA26885W1041](#)

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