



# BIG SHOT

**FOR IMMEDIATE RELEASE**

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## **ePlay and Leading Augmented Reality Glasses Maker Announce Partnership**

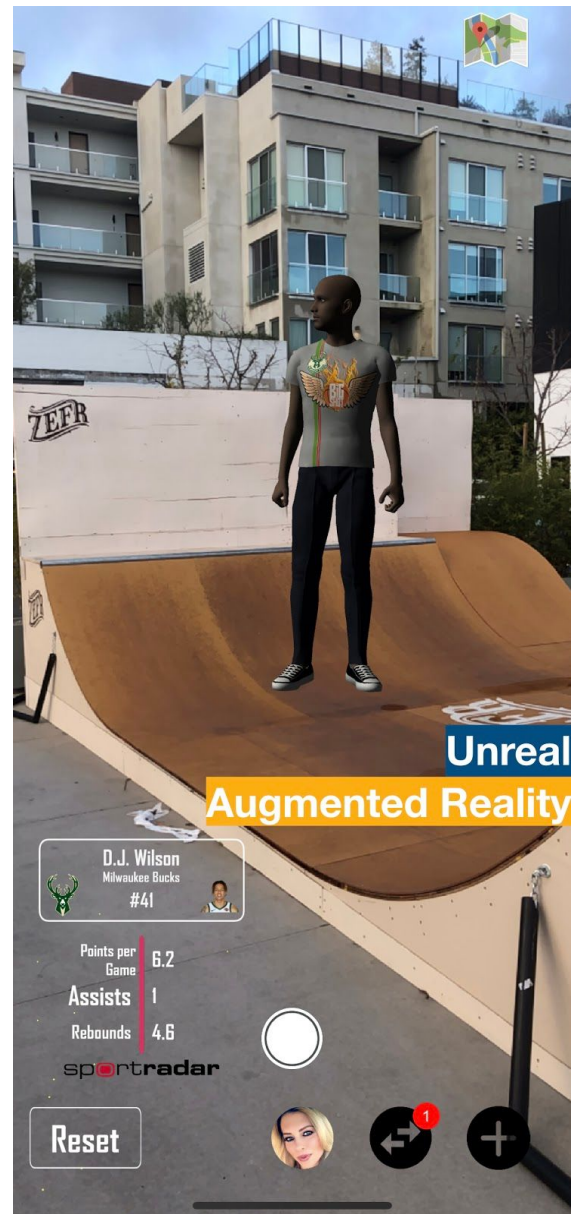
*ePlay and Vuzix team up to offer Augmented Reality experiences, games, and sponsorship activation.*

[ePlay Digital Inc.](#) (CSE:EPY) today announced its partnership with [Vuzix](#), a leading creator of Augmented Reality (AR) glasses. ePlay will release sports, esports, and entertainment games and apps for Vuzix AR glasses. Digital and Fan Zone activations featuring Vuzix technology and ePlay's augmented reality game platform, Big Shot, are also under development. The partnership increases ePlay's presence on AR platforms such as wearables and the Vuzix App Store.

The result is a global first set of AR sports games for wearables - the first time users will be able to use Big Shot games using smart glasses. It's the ultimate hands-free way to explore sports, esports, and entertainment games by simply wearing the Vuzix Blade.

Vuzix technology makes it easy for ePlay to port Big Shot games to the Blade wearables platform. Industry Average Revenue Per Daily Active User (ARPD AU) for wearable sports games is [USD\\$0.50](#) which is comparable to [USD\\$0.54 ARPD AU](#) benchmark ePlay has established for Big Shot games. Adding platforms like Vuzix, territories, and titles drives ePlay's gross margin rate to over 80% in 2020.

"We are thrilled to work with ePlay to advance our technology and its applications in sports, esports, and entertainment," says, Paul Travers CEO of Vuzix. "Building ePlay experiences on the Vuzix Blade and App Store is an exciting new way gamers can experience how the digital and physical world connect."





Vuzix technology will also be featured in the Big Shot Augmented Reality (AR) Fan Zone - the ultimate in fandom. AR Fan Zones allow users to meet Big Shot in-game celebrities, esports teams and stars, using cutting-edge technology like wearables from Vuzix.

“ePlay is connecting the real-world of sports, esports, and entertainment into the digital world of games, avatars, and wearables in ways that have never been seen before,” says Trevor Doerksen, CEO of ePlay Digital. “Working with Vuzix will bring Augmented Reality gaming to another level.”

Mobile game revenue in 2018 was \$61.3 billion, compared with \$35.7 billion on the PC and \$12.7 billion on game consoles. “SuperData said that share of immersive technology revenue coming from augmented and mixed reality (AR/MR) grew from 27 percent to 35 percent in 2018,” says Dean Takahashi writer with VentureBeat. “AR and VR are expected to grow to \$11.5 billion in 2019, up from \$6.6 billion in 2018.”

### **About ePlay**

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports 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 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.

### **About Vuzix**

Vuzix is a leading supplier of Smart-Glasses and Augmented Reality (AR) technologies and products for the consumer and enterprise markets. The Company's products include personal display and wearable computing devices that offer users a portable high-quality viewing experience, provide solutions for mobility, wearable displays and augmented reality. Vuzix holds 153 patents and patents pending and numerous IP licenses in the Video Eyewear field. The Company has won Consumer Electronics Show (or CES) awards for innovation for the years 2005 to 2019 and several wireless technology innovation awards among others. Founded in 1997, Vuzix is a public company (NASDAQ: VUZI) with offices in Rochester, NY, Oxford, UK, Barcelona, Spain and Tokyo, Japan.

For more information, visit Vuzix [website](#), [Twitter](#) and [Facebook](#) pages.



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**Further Information**

Further details are available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com), and the Company's profile on the CSE's website at [www.thecse.com/](http://www.thecse.com/)

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