ePlay Digital Releases New Demo Alongside Apple’s Augmented Reality Public Release

ePlay Augmented Reality Platform leverages Apple’s latest technology - ARKit

(San Francisco, September 13, 2017) – ePlay Digital Inc. (CSE:EPY), today announces from the Mobile World Congress (MWC) North America conference its Augmented Reality (AR) Platform to support next generation sports and entertainment games. The company has also released a media kit with samples from the latest demonstrations: https://goo.gl/Xem9Rh. This week Apple announced its latest phone and operating system to the public. ePlay’s engineers have been using beta versions of the latest software to test and demonstrate how Apple’s ARKit, built into the now public iOS 11, and Mobovivo’s Sports Game Engine work together.

ePlay subsidiary, Mobovivo was was named one of the top innovation companies at the main Mobile World Congress in Barcelona earlier this year in Mashable magazine.

ePlay has already demonstrated the unique AR experience to media, professional leagues, teams, players, broadcasters, and players associations. The platform will allows users to discover athletes and entertainment celebrities at the office, school, gym, park, playground, stadium and trails.

“With Apple’s announcements this week we get a sense of how big Apple thinks Augmented Reality will be, even before Christmas” says Trevor Doerksen, CEO of ePlay. “We are building our platform to disrupt traditional fantasy sports which forces users to build an NFL or NBA team by selecting a static headshot from list of static headshots - too boring for the 80% of sports fans that are not gamblers. I want to feel like I met the player, shared a fist pump, and a smile, afterall if he’s going to be on my team - I want a selfie.”

By bringing Apple, ePlay and Mobovivo technology together this completely unique experience become possible. The new technology will bring a unique AR experience to sports and entertainment fans. Users will be able to take virtual selfies with their favorite actors, NBA, NHL, NFL, and MLB stars and of course purchase digital goods and level ups as they play games.

Media Kit: https://goo.gl/Xem9Rh
About ePlay Digital
ePlay Digital Inc. develops real-time fan engagement technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences. ePlay bridges the gap between traditional broadcast and dynamic, next generation multi-platform networks that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices. ePlay is operated by a team of sports, gaming and eSports authorities as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the Mobovivo Sports Game Engine to market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, Cineplex, 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/

For further information please contact:
Trevor Doerksen, CEO, and Director
Telephone: (403) 775-9475
E-mail: info@eplaydigital.com
Website: www.eplaydigital.com

Canadian Securities Exchange (CSE): Symbol EPY
Deutsche Boerse Xetra - Frankfurt Stock Exchange: Symbol 2NY2; WKN: A2AN4D; ISIN CA26885W1041

Cautionary and Forward-Looking Statements
This news release contains forward looking statements and forward looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward looking statements and information relating to third party research and analysis, and the Company's corporate strategy. Although management of the Company believes that the expectations and assumptions on which such forward looking statements and information are based are reasonable, undue reliance should not be placed on the forward looking statements and information since no assurance can be given that they will prove to be correct, and management can neither agree or disagree on specific conclusions contained in the research report.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.