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## Reliance Games to foray into the Augment Reality and Virtual Reality Space Partners with GoPhygitai

Wednesday, November 29, 2017 Actor, Actress, Bollywood, India, Movie, News, Picture, Song, Update

**Date 30<sup>th</sup> November 2017, Mumbai:** Reliance Games, a part of Reliance Entertainment – Digital, the digital entertainment focused business of the Anil Dhirubhai Ambani Group (ADAG), today announced its foray into the fast growing Augmented Reality and Virtual Reality space by announcing its alliance with GoPhygitai, a Mumbai based venture focused on creating immersive AR, VR and MR experiences.

According to a recent report by IDC, the total worldwide spending on AR and VR industry will increase to almost US \$215 Bn by 2021 from current spending of US \$11.4 Bn in 2017

As a part of the alliance, Reliance Games and GoPhygitai will partner and develop Augmented Reality and Virtual Reality based apps, games and experiences which will be based on original IP and licensed IP.

Speaking about the association and their foray into AR and VR, Amit Khanduja, CEO of Reliance Entertainment – Digital says, “We are delivering a console experience to our mobile consumers and we will continue to push the boundaries for apps and games with AR and VR. As we continue to invest heavily in the new technology, we are at the threshold of a big revolution in how digital content will be consumed, and consumer experiences and behaviour will change, in the days to come. Currently our Creatives teams are working on analyzing the player data and designing levels and games to use from their real world to augment players virtual world.

Reliance Entertainment – Digital has always been one of the market leaders when it comes to engaging and entertaining our users, be it through our games like WWE Mayhem and Real Steel World Robot boxing or VOD apps like BigFlix. We are happy to partner and work closely with the GoPhygitai team, who understand this emerging medium of story-telling, in creating immersive experiences for our audiences.”

Speaking about their association with Reliance Entertainment – Digital, Hitesh Jain, Founder and CEO of GoPhygitai said “We are proud to be associated with Reliance Entertainment – Digital, who over the years have redefined the rules of the game when it came to digital entertainment. We look forward to working closely with them in creating the next level of entertainment.”

GoPhygitai is already working on an Augmented Reality based casual game, that leverages Apple's ARKit technology, which will be launched soon by Reliance Games.

**About Reliance Games, Reliance Entertainment – Digital**

Reliance Games, a leading Freemium entertainment developer and publisher, is a division of Reliance Entertainment Group which is part of Reliance Group.

Reliance Games blockbuster hits include Into The Badlands: Blade Battle, the Real Steel Series, Drone 2 Air Assault, Monster Trucks Racing, Hotel Transylvania 2, Pacific Rim, Super Pixel Hero and a slew of exciting mobile games developed in association with Hollywood Studios such as DreamWorks- SKG, Sony Pictures, Paramount Pictures, AMC, Disney, A&E, Columbia Pictures, Warner Bros and more.

With over 250+ million downloads globally, Reliance Games currently operates three studios supporting gamers worldwide. Award winning titles can be enjoyed through iTunes, Google Play, Amazon and 80 leading networks across 40 countries. More information about Reliance Games is available at <http://ift.tt/1dJ1A2x> .

**About GoPhygitai**

GoPhygitai (<http://ift.tt/2AIWYOc>) is a venture focused on providing immersive, experiential solutions to its client-partners using Augmented Reality, Virtual Reality, and Mixed Reality as the core offerings. GoPhygitai is a SBU of WITS Interactive, a Mumbai based DesignTech agency with offices in Munich and London.

**About WITS Interactive**

WITS Interactive (<http://ift.tt/2uhVVuNom>) is a DesignTech Agency working across digital, print, film and offline medium to provide integrated communication strategies to its clientele. The WITS Interactive Group through its divisions; Black Pepper (Exhibitions, Events & Retail Design), GoPhygitai (Experiential solutions through AR, VR, MR), and CreatelD8 (Strategic Brand Design Agency) works across the entire spectrum of brand communication and engagement right from brand identity creation to brand engagement and evolution.

With 80 people across 3 offices in Mumbai, Munich, and London, WITS Interactive has worked with companies across verticals like media & entertainment houses, publishing, pharma and healthcare, manufacturing, gaming and advertising agencies to effectively deliver the right communication solutions since its inception in 2000.



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