



Reliance Games forms alliance with GoPhygital to enter into the AR and VR Space

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Reliance Games, a part of Reliance Entertainment – Digital, the digital entertainment- focussed business of the Anil Dhirubhai Ambani Group (ADAG), has announced its foray into the fast-growing Augmented Reality and Virtual Reality space by announcing its alliance with GoPhygital, a Mumbai-based venture focussed 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 billion by 2021 from the current spending of US\$11.4 billion in 2017. As a part of the alliance, Reliance Games and GoPhygital will partner and develop Augmented Reality and Virtual Reality based apps, games and experiences which will be based on original IP and licensed IP.

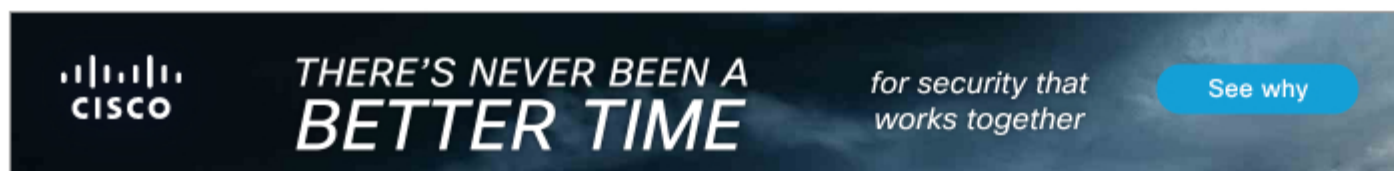
Speaking about the association and their foray into AR and VR, Amit Khanduja, CEO, Reliance Entertainment – Digital, says, "We are delivering a console experience to our mobile consumers and we will continue to push the boundaries for apps and games with AR and VR. As we continue to invest heavily in 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 creative 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 GoPhygital team, who understand this emerging medium of storytelling, in creating immersive experiences for our audiences.

Speaking about their association with Reliance Entertainment – Digital, Hitesh Jain, Founder & CEO of GoPhygital, said, "We are proud to be associated with Reliance Entertainment – Digital, which over the years has 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."

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

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