

# Reliance Games partners GoPhygital to develop AR and VR-based games

TECH | November 28, 2017



Image courtesy of Naypong at freedigitalphotos.net

MUMBAI, INDIA: 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 GoPhygital, a Mumbai based venture focused on creating immersive AR, VR and MR experiences.

With over 250+ million downloads globally, Reliance Games currently operates three studios supporting gamers worldwide. A slew of exciting mobile games are developed in association with Hollywood Studios such as DreamWorks- SKG, Sony Pictures, Paramount Pictures, AMC, Disney, A&E, Columbia Pictures, Warner Bros and more.

Hitesh Jain, Founder and CEO of GoPhygital said, “We look forward to working closely with them in creating the next level of entertainment.”

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.

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. 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. We are happy to partner and work closely with the GoPhygital team, who understand this emerging medium of story-telling, in creating immersive experiences for our audiences.”

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.

AR GAMING VR

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