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#### Reliance Games to develop AR, VR-based games

DECCAN CHRONICLE.

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Reliance Games has forayed into the fast-growing Augmented Reality and Virtual Reality space in partnership with GoPhygital.

# Reliance

## Entertainment

The total worldwide spending on AR and VR industry will increase to almost US \$215 Bn by 2021.

Reliance Games has forayed into the fast-growing Augmented Reality and Virtual Reality space in partnership with GoPhygital, a Mumbai based venture focused on creating immersive AR, VR and MR experiences.

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

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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. 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.

Speaking about the association and their foray into AR and VR, Reliance Entertainment – Digital CEO Amit Khanduja said, "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 in their real world to augment player's 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 story-telling, in creating immersive experiences for our audiences."

Tags: reliance, augmented reality, virtual reality









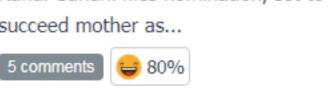


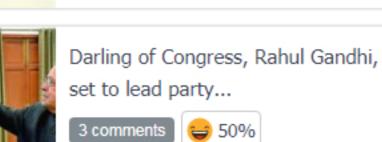


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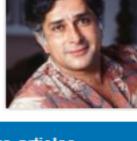


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