




itVARnews
Insights for Next Gen Solution Provider



Cognitive unified endpoint management with IBM MaaS360
IBM MaaS360 with Watson provides unified endpoint management with actionable insights and comparative benchmarks.

CHANNELSMEENTERPRISEINSIGHTSTECHNOLOGYSOLUTION SHOWCASEINTERVIEWBLOGVIDEOSISV Awards 2018



BREAKING NEWSGenpact Launches New Partner Pr



An anti-virus isn't enough protection against today's advanced cyber-attacks

Avail now

*T&C apply **Free upgrade is applicable to Windows 7 & 8 only

Home » BLOG » Reliance Games to foray into the Augment Reality and Virtual Reality Space Partners with GoPhygitai

RELiance GAMES TO FORAY INTO THE AUGMENT REALITY AND VIRTUAL REALITY SPACE PARTNERS WITH GOPHYGITAL

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.


Don't be selfish... Share on Facebook



SHARE

tweet



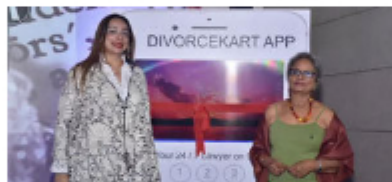


RELATED ARTICLES



Microsoft and KidZania share good practices for holistic and collaborative cyber-physical safety of children

© November 28, 2017



DivorceKart – India's first app for legal queries on Divorce –

© November 24, 2017



Diverging Cryptocurrencies – The future of Bitcoin Cash

© October 11, 2017

LEAVE A REPLY

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

Post Comment

ADVERTISEMENT



Buy Windows Defender Advanced Threat Protection at ₹3,790 per user*, and upgrade** to Windows 10 Pro at no extra cost

Avail offer now

*T&C apply **Free upgrade is applicable to Windows 7 & 8 only

ADVERTISEMENT



ITPV CHANNEL CHAMPIONS

Vote For Your Favourite Brand



Categories

1. ERP and CRM

2. Enterprise mobility

3. Big data and analytics

4. Virtualization

5. Cloud services

6. Managed services

7. Network security

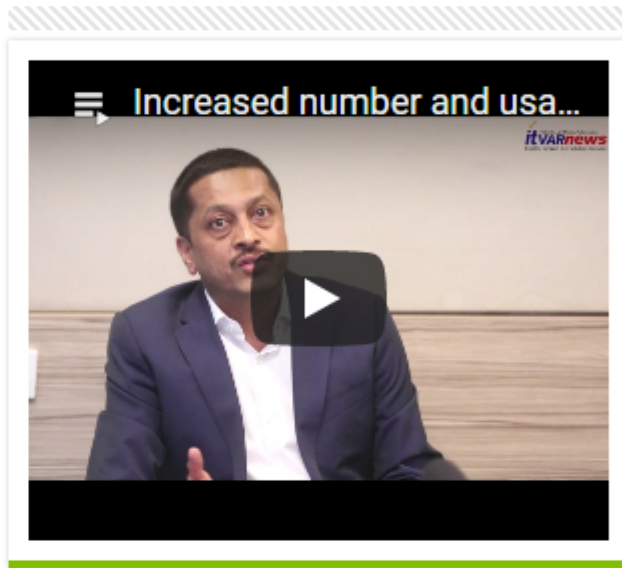
8. Client security


9. Unified communications

10. Server


11. Enterprise storage

12. Networking







Subscribers




Fans




Followers




Followers




Subscribers




Subscribers




Followers



Followers



Followers




Followers

SUBSCRIBE TO OUR EMAIL NEWSLETTER

Enter your emailaddress:


Delivered by FeedBurner

IT ASSOCIATIONS NEWS




HPE Expands “Pay-Per-Use IT” to Key Business Workloads

© November 29, 2017



KPIT benefits from Extreme Configuration flexibility of Dell EMC's Hyper-Converged Infrastructure


© November 29, 2017



HPE Brings Artificial Intelligence to the Data Center


© November 24, 2017

RecentPopularCommentsTags




NASSCOM Foundation Reports a Rise in the Industry CSR spending

© November 30, 2017




VMware and AWS Expand Capabilities and Availability of VMware Cloud on AWS

© November 30, 2017




Genpact Launches New Partner Program to Expand Innovation for Clients

© November 30, 2017



Tech Data to Offer Supermicro Products and Solutions in India

© November 29, 2017



“Setting the standard for global collaboration”- Tata Communications has launched a white paper

© December 6, 2013

www.healthtechnology.in
www.educationtechnology.in
www.techplusmedia.co.in
www.leadxchange.in

Contact Us
About us
Advertise with Us
Site Map
RSS Feed
Disclaimer

TECHPLUS
DIGITAL