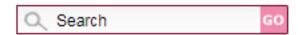




Enter Your Email Address

SUBSCRIBE



Live Post

t with protesters

Founders of Flipkart Sachin Bansal and Binny Bansal booked for 'cheating' businessman

Netflix partners

News

Reliance Games to develop AR, VR-based games in partnership with GoPhygital

Posted on: 28 Nov 2017 05:29 PM TelevisionPost Team 🖂



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

Reliance Games is a part of Reliance Entertainment – Digital, the digital entertainment-focused business of the Anil Dhirubhai Ambani Group (ADAG).

As a part of the alliance, Reliance Games and GoPhygital will partner and develop AR and VR 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 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 story-telling, in creating immersive experiences for our audiences."

Speaking about the association, GoPhygital founder, CEO Hitesh Jain 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."

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 \$11.4 Bn in 2017.



Tags:

Amit Khanduja, Augmented Reality, Hitesh Jain, Reliance Games

Follow TelevisionPost on twitter





Most Read

Airtel bullish on DTH business; plans to revamp its OTT platform

Viacom CEO Bob Bakish bullish on \$500 mn India business

Zee Media's home shopping channel, Viacom18's Colors Tamil get MIB nod

IMCL added 1.5 mn new homes in 10 months on the back of its HITS platform

Star Bharat becomes number 1 GEC in U+R HSM for the first time

Hathway displaces Vodafone's You Broadband to become fifth largest broadband player

GTPL Hathway's outlook for the broadband business

ICICI Prudential offloads 2.4% stake in MSO Ortel

Idea plans to charge customers for its OTT services soon

Zee Cinema to premiere 'Bareilly Ki Barfi' on 19 Nov