



**alicepoker**



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## About Alice Poker

Alice Poker VR has been developed for the purpose of offering games with realism bringing the atmosphere of real poker rooms to the player's living room.

High quality graphics using the best gaming engine, and the Alice Poker VR exclusive augmented reality input device (patent pending) will offer the player an experience identical to reality.



### Global Sports Card Game

- Alice Poker VR is a Sports Poker VR Game that will be released in PC, Mobile and VR versions.
- Unlike poker games (such as Seven Poker, Lowball) associated with gambling, Alice Poker is developed and promoted to appeal to the sports minded poker player by including games that have a focus on tournament-style functionality such as Texas Hold'em and Omaha which are acknowledged as global sports.

### Realism Created with State of the Art Technologies

- Alice Poker VR blurs the line between reality and simulation, creating lifelike poker game rooms and characters by using the Unreal3D 4, the best graphic engine in the industry.
- Players are able to feel like they are actually in a real poker room through VR, and play realistic games using a poker specific input device that eTOYLab exclusively developed for Alice Poker VR.

### Versions [Subject to Change]

- 2D PC Version – Scheduled to be released in October, 2016
- Mobile Version – Scheduled to be released in December, 2016
- VR Version – Scheduled to be released in February, 2017

### Contents Competitiveness

- Development team consists of poker experts: many pro-poker players including domestic and foreign players are participating in the game development process.
- The best game engine, Unreal3D 4: Development team with more than 15 years of Unreal3D engine experience is part of the game development team.
- World's best VR poker game: Alice Poker VR offers the best graphics of all poker games available on the market, on top of being the only one that offers gameplay in VR.
- Alice Poker VR's exclusive cards/chips input device provided: Poker specific input controller that eTOYLab developed with its own patent pending technology.
- Online/Offline tournaments connection: With a partnership with APT (Asia Poker Tour), the best poker tournament in Asia, online players and offline players will be connected.

## About eTOYLab, the "Gamification Company!"

eTOYLab is a game development company led by a team of highly skilled senior developers with impressive resumes from top Korean game and content development companies. We develop groundbreaking games in a variety of genres including Alice Poker VR, which is currently being developed as our flagship title for the SONY PlayStation 4 VR platform. eTOYLab is in the venture of shifting the paradigm of existing games.



## Major Business Status

- **2015.06** 'SNQ Project' by eTOYLab recognized in the 'Commercialization of Start-up Items' category at Korea Institute of Startup & Entrepreneurship Development
- **2015.06** Took over business rights and admin operations of relevant Facebook pages (Total 800,000 followers)
- **2015.07** Took over the exclusive development and business rights for 2 mobile game IPs (Chaos & Defense and Knights of the Phoenix) from Wemade Creative
- **2016.03** SONY PlayStation 4 development, contract awarded as a third party partner
- **2016.03** SONY PlayStation 4 title Alice Poker VR, USA/Europe/Asia GPP secured
- **2016.06** Planning to exhibit at E3 Game Show, USA



## Q&A for Alice Poker

### Q1 What kind of platform will "Alice Poker" be on?

A VR versions will be on Sony VR, HTC Vive, and Oculus Rift. In addition to the VR versions, PC and Mobile versions will be available as well.

### Q2 What devices are needed for Alice Poker users to play the game?

A We have a custom input device for Alice Poker. But users can also play "Alice Poker" by mouse, keyboard or game pads without our custom input device.

### Q3 How much will "Alice Poker" be approximately?

A It's free to play. However, the exact price of our custom device has not been decided yet, and we are trying to price it under \$100 USD.

### Q4 Besides the breakthrough VR gameplay, what are other competitive advantages of "Alice Poker" over other video poker games?

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- 1.Outstanding graphics that excels past all existing online poker games.
- 2.Realistic simulation gameplay possible only through Alice Poker's exclusive virtual input device.
- 3.Multiple platforms for users to play on mobile, PC and VR versions.
- 4.Legitimate and authentic Texas hold'em tournament based rules.
- 5.Very first "community" systems in a poker video game where users can create guilds and clans.

### Q5 Can players play with real money?

A No. For the immediate future, only virtual play money will be available.

### Q6 What type of payment system will be used?

A Different payment systems will be available depending on the platform.

### Q7 How will players get paid (Cash out)?

A A cash-out system is not supported because many countries do not legally permit a cash-out system.

### Q8 Which poker organization do you cooperate with? What will be the advantage to Alice Poker users?

A We are currently in close cooperation with the Asian Poker Tour. Perks like obtaining tickets to the APT offline.





## Q&A for eTOYLab

### Q1 Who is eTOYLab?

A We are a start-up company which started last year in 2015. The brand name "eTOYLab" consists of the words "eTOY" + "Lab". "eTOY" suggests fun and playful items such as games, and "Lab" refers to laboratories as you would guess. In that sense, by connecting the two, we are always conducting experiments to create fun games and services.

### Q2 What kinds of games does eTOYLab make and publish?

A - We are currently developing "Alice Poker", "Play Busker" and "Chaos & Defense."  
 - "Alice Poker" is an online hold'em game based on a VR platform.  
 - "Play Busker" is a real-time game broadcasting services on mobile platforms.  
 - "Chaos & Defense" is a real-time online strategic game on mobile platforms.

### Q3 Does eTOYLab have offices outside of Korea?

A We do not have offices outside of Korea yet. But we are planning to open several overseas branches.

### Q4 What is eTOYLab product's primary targets?

A Each game has different targets. "Alice Poker" is for adult. "Chaos & Defense" is for teenagers and younger kids, but "Play Busker" is for all ages.

### Q5 How many games does eTOYLab currently publish/offer?

A We have just started the business last year. We will launch "Alice Poker" and "Chaos & Defense" this year in 2016.

### Q6 How many employees does eTOYLab have?

A We now have 35 employees but we are continually recruiting more employees as our business grows.

More information on Alice Poker is available at <http://www.alicepoker.com>

## CONTACTS

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