TSX.V: YDX

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YDX Innovation's PMA Extends Contract with Mobapool

VANCOUVER, BC / ACCESSWIRE / February 18th, 2021 / YDX Innovation Corp (TSXV:YDX)(OTC PINK:YDRMF)(FSE:APY1) ("YDX" or the "Company") is pleased to announce being awarded a contract extension for future Mobapool tournaments. The Purple Mage Metric (PMM) used for the first time in correspondence with the Feb 13th Mobapool tournament and has impressed the tournament organizers and the esports competitors.

The PMM allows the audience to obtain a sense of what players have a higher rating according to the data points calculated in the metric. People can use the PMM as a benchmark to compare the game play of their favorite League of Legends (“LoL”) players. “It is important for the audience to gauge how their favorite esport athletes compare against their competition. The PMM is pushing to become the industry standard measure of player performance across esports” said Kevin Schoenewolf, the Sr. VP of operations at Purple Mage. “The MobaPool contract brings in a revenue potential of up to $50,000 per year adding to the recent string of contracts signed by Purple Mage.”

The Purple Mage Metric uses live in-game data to rate player efficiency across multiple game titles with the goal of becoming the industry standard ranking system in esports. The PMM for League of Legends is taken from live in-game data and calculated based on kills, deaths, assists, wins, losses, creep score, and other important LoL data points.

“The extension of the relationship with Mobapool after our first tournament validates the PMM and what it can do for tournaments and gamers. It proves the appetite from the gaming industry for innovative metrics and data analysis, both areas where Purple Mage shines. We are happy with the results from our first project and see in Mobapool a long-term partner for many tournaments to come” – commented Daniel Japiassu, CEO of YDX Innovation.

Mobapool is a mobile application that lets the audience vote on head-to-head winners for in-game prizes. The Purple Mage Metric was displayed for each player in the tournament giving the opportunity for the audience to view which player was more efficient based on previous in-game data.

About YDX Innovation

YDX Innovation Corp. (TSXV:YDX :: www.ydxinnovation.com) is a global leader in the commercialization of immersive new technologies that incorporate virtual reality, augmented reality, esports and gaming. Its core business seeks to monetize through licensing its IP, developing interactive exhibitions and through esports tournaments and content.

Purple Mage Advisors - www.purplemage.com - Purple Mage Advisors (PMA) is a research and data analysis firm that specializes in player recruitment and development in the gaming

Arkave VR Arena - https://sales.arkavevr.com/ - is a proprietary gaming platform that brings location based virtual reality to any location-based event or entertainment centre. Arkave features state-of-the-art free roam technology coupled with a vast library of both in-house and third-party games.

YDreams Global - www.ydreamsglobal.com - has developed over 2,000 interactive and immersive experiences for some of the largest global brands including Disney, NBA, Adidas, Cisco, Nokia, Nike, Mercedes-Benz, Coca-Cola, Santander, AB InBev, Qualcomm, Unilever, Fiat and the City of Rio de Janeiro.

RENDER - www.render.gg - Render is a professional video production studio specializing in crafting video content for YouTubers, Streamers, Teams and Brands. Render is highly specialized in gaming content, but also works with a wide variety of digital media.

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