



## **Imagination Park Launches Exclusive Worldwide Joint Venture with InterKnowlogy, LLC**

### **XENOHolographic Inc. to Create and Sell Augmented Reality/Mixed Reality Tools and Solutions**

Vancouver, BC – July 19, 2017 – Imagination Park Entertainment Inc. (CSE: IP) (OTCQB: IPNFF) (“**Imagination Park**” or the “**Company**”) pleased to announce the formal establishment and launch of XENOHolographic Inc. (“**XENOHolographic**”).

XENOHolographic, a worldwide joint venture between Imagination Park and InterKnowlogy originally announced on July 5, 2017, is focused on delivering **products**, **services**, and **content** seamlessly enabling holographic experiences within **augmented** and **mixed** reality beginning in the Fall of 2017.

XENOHolographic’s premiere product, unveiled for the first time here as **XENOSidekick**, will enable major manufacturers’ headsets to deliver consistent holographic interactions. Currently, few AR/Mixed Reality headsets support interactions and further, those that do, do so uncooperatively. There are no existing standards for these wearable glasses. XENOHolographic plans to sell and license software tools to solve these technical issues for content providers, headset manufacturers as well as advertisers.

Tim Huckaby, Chairman of InterKnowlogy and Co-Founder of XENOHolographic, stated: “I feel we are years ahead of the industry when it comes to interactive holographic experiences. Delivering interactive holographic content is not a trivial issue for Augmented & Mixed Reality headsets. These tools provide AR/MR technology seamlessly, making the creation of interactive experiences much simpler. Our mission is to become the single, industry-leading, worldwide platform for interactive holographic experiences.”

Tim continued, “As stated previously, our developed software tools allow gaming companies, enterprise and all industries to easily integrate Unity® developed experiences with wearable Augmented Reality headsets provided by major manufacturers including Microsoft Hololens®.”

Alen Paul Silverrstieen, CEO of Imagination Park and Co-Founder of XENOHolographic, stated: “Virtual billboards are the future. XENOHolographic is targeting to provide a solution to deliver Holographic Ads around the world by 2018. As individuals travel

around the world, advertisers will know who they are and will be able to deliver ads in premium locations. **XENOAds** wants to become the standard ad platform to deliver ads tailored to individuals and their environment.”

Mr. Silverstieen continued, “We are extremely confident our new company is positioned to quickly gain share in the Augmented and Mixed Reality market which is expected to grow exponentially in the next five years. We hope to start driving significant new licensing revenue in the second half of this year, continuing through 2018.”

### **About XENOHolographic Inc.**

XENOHolographic Inc. is a Delaware corporation focused on delivering products, services, and content enabling holographic experiences within augmented and mixed reality. This company is a joint venture formed by Imagination Park Entertainment Inc. and InterKnowlogy, LLC. The company plans to launch its new website, [xenoholographic.com](http://xenoholographic.com), in September, 2017. Contact the company at [Info@xenoholographic.com](mailto:Info@xenoholographic.com).

### **About InterKnowlogy, LLC**

InterKnowlogy, LLC is a custom application development services company focused on mobile, cloud, large screen immersive touch, and augmented/mixed reality solutions. Founded in 1999, InterKnowlogy builds enterprise-grade solutions for many of the Fortune 1000 like Microsoft, CNN, ABC, NBC, NASA, and Nike. For more information, visit our website at [www.interknowlogy.com](http://www.interknowlogy.com).

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### **About Imagination Park**

Imagination Park Entertainment Inc., a publicly traded company in Canada (CSE: IP) and the USA (OTC: IPNFF) is an emerging digital content production company, working with talented filmmakers around the world to bring conventional as well as virtual reality, augmented reality, and mixed reality content to life. The Company headquarters are located in Vancouver, BC, Canada with an office in Studio City, Hollywood, California. Imagination Park has recently expanded into the China market and also maintains local executive representation.

For more information or to explore working with Imagination Park, please email [info@imaginationpark.com](mailto:info@imaginationpark.com), visit [www.imaginationpark.com](http://www.imaginationpark.com), or call (818) 850-2490.

ON BEHALF OF THE BOARD,

Alen Paul Silverstien  
President & CEO

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*The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release.*

*This press release may include 'forward-looking information' within the meaning of Canadian securities legislation, concerning the business of the Company. The forward-looking information is based on certain key expectations and assumptions made by Imagination Park's management. Although Imagination Park believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Imagination Park can give no assurance that it will prove to be correct. These forward-looking statements are made as of the date of this press release, and Imagination Park disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.*