

# UltraStar Multi-tainment Center at Ak-Chin Adopts Imagination Park's Augmented Reality Solution

*Digital Cinema Pioneers Add AR to Technology Toolset*

VANCOUVER, Jan. 29, 2019 /CNW/ - [Imagination Park Technologies Inc. \(CSE: IP\) \(OTC: IPNFF\) \(the "Company"\)](#) today announced that the UltraStar Multi-tainment Center at Ak-Chin Circle, an enterprise of the Ak-Chin Indian Community, will implement a new futuristic augmented reality campaign from Imagination Park. Adding Augmented Reality (AR) will help change the theatrical experience and social culture within the one-of-a-kind world-class facility.



ULTRASTAR MULTI-TAINMENT (CNW Group/Imagination Park Entertainment Inc.)

Imagination Park enables UltraStar customers to point their phones at logos, signs, posters and landmarks to view or retrieve coupons, messages, videos and more. Customers just need to download [Imagination Park's XenoPlay™](#) AR mobile browser app from the app store to open up a new world of interactive entertainment digital options while inside the multi-tainment center.

"We plan on using AR to add a new level of excitement and create cross-promotions and scavenger hunts between our entertainment destinations," said Laurie McCartney, director of marketing operations at UltraStar. "The beauty is with the Information Park platform, we can very easily manage the AR campaigns ourselves. We don't need an outside company or expensive application developers; we just simply drag and drop images and icons that we have on hand to activate them in minutes. And, Imagination Park is always happy to help us implement AR activations perfectly with their free content concierge services."

The Multi-tainment Center features state-of-the-art digital theaters, bowling, bars, restaurants, night clubs, sports lounges, shops, live entertainment, laser tag and arcade gaming as well as corporate and private event facilities. It will use Imagination Park's AR platform to further engage customers and encourage them to explore other venues within the facility.

"Delivering interactive engagements, such as an in-store brand AR video experience for shoppers or a venue scavenger hunt, augmented reality is quickly becoming the most effective innovative digital marketing campaign tool," said Alen Paul Silverrsteien, CEO of Imagination Park. "It's remarkably easy and affordable, and can be measured and reported to calculate the true ROI and consumer engagement."

The Imagination Park XenoHolographic™ product suite provides the UltraStar™ access to its own CMS (Content Management System) with XenoCloud™, automatic conversion of 2D/3D objects into dynamic AR objects for iOS and Android, virtual AR-based scavenger hunts, and consumer engagement reporting to refine campaigns and further engage users.

To get a better sense of what the customers will see, download XenoPlay from your app store and check out the demo on [www.imaginationpark.com](http://www.imaginationpark.com).

### **About UltraStar Multi-tainment Center at Ak-Chin Circle:**

The UltraStar Multi-tainment Center at Ak-Chin Circle, an enterprise of the Ak-Chin Indian Community, is operated by UltraStar Multi-tainments Centers. UltraStar is recognized for pioneering the digital age of cinema. They are the first theater group in the world to be fully equipped with Pure Digital Cinema® powered by DLP Cinema® technology in all of their locations. The UltraStar Multi-tainment Center at Ak-Chin Circle features "One stop, non-stop entertainment." Guests experience adventure, competition, entertainment and relaxation all conveniently located under one roof. The Multi-tainment Center features state-of-the-art digital theaters, bowling, dining, sports lounge, live entertainment, laser tag and arcade gaming as well as corporate and private event facilities. It is located at 16000 Maricopa Rd., Maricopa, AZ. <http://www.ultrastaraz.com>.

### **About Imagination Park**

Imagination Park Technologies creates engaging and interactive holographic content delivered by its cloud-based augmented reality enterprise platforms. The Company provides augmented reality products for mobile phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence.

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

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