

# Corporate Update from Imagination Park

**Vancouver, B.C. – July 22, 2019** – Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) (“**Imagination Park**” or “**Company**”) is pleased to provide the following corporate update on a number of key strategic initiatives, recent corporate developments, as well as forward progress on recently announced client projects.

Alen Paul Silverrstieen, CEO of Imagination Park states: “We are now focused on generating recurring revenue for the second half of 2019 and beyond. In the last 90 days, we have made significant progress on greatly enhancing product branding, ImagineAR™ Augmented Reality Platform, and launching new client projects.”

## **ImagineAR™ Branding**

Imagination Park Technologies has launched new branding for the company’s portfolio of augmented reality products.

- XenoPlay™, the AR mobile app, is now branded **ImagineAR™** in the mobile app stores.
- XenoMark™, the AR marker creator tool, is now branded **ImagineAR™ Client Studio**.
- XenoCloud™, the AR Cloud, is now branded **ImagineAR™ Cloud**.
- Xenoholographic™ Inc., the wholly-owned USA subsidiary of Imagination Park Technologies, is now renamed **Imagine AR Inc.** .

“**ImagineAR™** is a memorable brand name for businesses and consumers to easily remember and find in the mobile app stores. Also, it represents our vision of Augmented Reality as it expands what is capable today and is only limited by your imagination”, stated Alen Paul Silverrstieen.

Imaginationpark.com has been updated with the new **ImagineAR™** product branding.

## **AT&T Shape 2019 Event**

**[Imagination Park Technologies Inc.](#)** in partnership with the Lux Hub Portal by Soma Innovation Lab, presented an exclusive Augmented Reality Mobile Scavenger Hunt and engagement at the AT&T Shape Event at the Warner Brothers Studios Lot in Hollywood June 22-23, 2019. A video of this event was posted on the Imagination Park YouTube channel – [Click here to view](#).

## **2019 America Association All Star Game**

ImagineAR™ is working with the Minor League Saints Baseball Team to deliver a unique AR Fan Engagement at the 2019 America Association All Star Game being hosted at CHS Field in St. Paul, Minnesota on July 23, 2019. Along the right field homerun porch, there will be AR markers where fans can take pictures with their favorite All-Star players who will be represented as AR Holograms.

## **New USA Headquarters**

Imagination Park has moved its corporate headquarters from San Diego, California to Erie, Pennsylvania. Additional to a monthly cost savings, the company has close proximity to four local colleges as a large source of talent for internships and employment. Erie is also located close to the cities of Pittsburgh, Cleveland, Buffalo and Toronto. The company's content concierge client team currently works in the Erie office and has created and managed recent campaigns for clients and events.

## **Microsoft**

Imagination Park Technologies is an authorized Microsoft Co-Sell Azure Partner. Simon Schatzmann, VP Sales of Imagination Park, attended Microsoft Inspire 2019 in Las Vegas this past week to launch the company's marketing and sales programs targeting media, entertainment and retail vertical markets.

## **Client Update**

Aurora Games Festival, Erie Seawolves, Metro Signs, Field of Flowers and UltraStar Multi-tainment solutions are scheduled to be launched this month. Unique augmented reality scavenger hunts and promotions will be implemented for each of these clients.

## **Tall Ships Erie Sponsorship**

ImagineAR™ Inc. is a sponsor for the Tall Ship Festival in Erie August 22-25, 2019. With expected attendance of 25,000 attendees, ImagineAR™ will be delivering an AR Scavenger Hunt in conjunction with the Flagship Niagara League for attendees to win prizes.

## **About Imagination Park**

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds. Customers simply point their mobile device at logos, signs, buildings, products,

landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies.

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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## ON BEHALF OF THE BOARD

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*We encourage you to do your own due diligence and ask your broker if Imagination Park Technologies Inc. (cse: IP) is suitable for your particular investment portfolio\*.*

*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.*