

ImagineAR (OTCQB:IPNFF) Signs Multi-Year Agreement with Footsteps to Freedom & Black Voice Foundation

ImagineAR Recognized as National Partner

VANCOUVER, CANADA, ERIE, PA and RIVERSIDE, CA, Feb. 2, 2021 /CNW/ - ImagineAR, an Augmented Reality Company that enables businesses, organizations, and brands to instantly create their own mobile phone AR campaigns, is honored to announce a three-year partnership agreement with Footsteps to Freedom LLC and Black Voice Foundation Inc., to provide a white-label mobile AR app subscription platform. This partnership will deliver immersive (AR) Augmented Reality experiences to bring history, primary source artifacts and the heroic stories of the Underground Railroad to 'life' for educational purposes. This new AR subscription platform will be the central resource of history and primary source to experience papers, books and artifacts that are over 200 years old. Financial terms of this agreement have not been disclosed.



Hardy Brown II, Chairman Black Voice Foundation, and Managing Principal, Footsteps to Freedom, sharing stories of historical empathy with students from local school district (CNW Group/ImagineAR)

Hardy Brown II, Managing Principal Footsteps to Freedom and Chairman, Black Voice Foundation said; "ImagineAR is an advanced digital immersive communication platform which will deliver the impact of our work in historical empathy with next generation mobile experiences. We are expecting to introduce this AR program to over 50 school districts and over 1 million students in Southern California (San Bernardino, Riverside and Los Angeles counties). We are truly excited to integrate AR into our exhibits and Underground Railroad tours."

ImagineAR believes this multi-year partnership, as well as being recognized as a national sponsor for these programs, clearly demonstrates the company's commitment to diversity, inclusion and more importantly, conversations of historical empathy and learning each others' story.

"The Footsteps to Freedom / Black Voice Foundation work is important to keep history engaging and impactful for teachers and the hundreds of thousands of students they represent. These organizations truly understand the enormous potential of integrating Augmented Reality for history tours and traveling empathy exhibits," stated Alen Paul Silverstieen, CEO and President of Imagine AR. "With today's paradigm shift in digital live experiences, mobile AR is a perfect engagement technology to compliment Footsteps to Freedom and Black Voice Foundation."

Silverstieen continued "After learning of the 24-year track record of Footsteps to Freedom and the Underground Railroad tours for teachers, we knew that becoming a national sponsor would be a great addition to bring history to life with mobile Augmented Reality for the next generation."

This press release is available on the Company's Discussion Forum, a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

About Footsteps to Freedom LLC / Black Voice Foundation Inc.

The Black Voice Foundation has hosted thousands of educators on tours of the Underground Railroad where they have walked the steps of freedom seekers from the 1800s for more than 24 years. This experience allows you to look at empathy through the eyes of the historic journey of Freedom seekers and abolitionists. Founded in 1988, we started with a mission to train and educate individuals in print media. Since then, with the rapid growth of the digital revolution and technology in the world of communications and media; the foundation has expanded its mission to include a new set of projects in the area of historical empathy, professional development, storytelling, and the arts.

Footsteps to Freedom

Participants gain knowledge and expertise of the Underground Railroad freedom movement as well as the concept of empathy as a necessary tool for parents, students, educators and community leaders. This experience provides the historical background, key studies and analysis of race, politics, culture, and engagement, to equip teachers with the perspective and tools to develop new resources for their context. The tour includes an immersion experience and time with experts to develop new educational models for positive social change in their context.

The Gore Collection of documents and artifacts deepens understanding and engages viewers in the institution and abolition of slavery in America. It illuminates more than 200 years' worth of abuses inflicted on people of color, and helps us appreciate the courage and strength that enslaved men, women, and children had to possess in order to endure, overcome, and fight against the physical and psychological terrors of forced servitude. The traveling exhibit showcases a collection of original documents and artifacts that were bequeathed to Black Voice Foundation by the estate of historian Jerry Gore. The Gore family were formerly enslaved Africans in Maysville, Kentucky where Jerry lived until his passing.

The Gore Collection presents the unique artifacts collected by Gore in his effort to build historical empathy, a means of achieving a deeper understanding of the lived experiences of people from the past. First-person accounts, newspaper articles, and original objects of the slave trade serve to put the viewer in the shoes of those that were subjected to this treatment. Visitors are challenged to ask themselves "What side of history would I have been on?"

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, ImagineAR.com, 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.

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ON BEHALF OF THE BOARD

Alen Paul Silverstieen

President & CEO

(818) 850-2490

<https://twitter.com/IPtechAR>

<https://www.facebook.com/imaginationparktechnologies>

<https://www.instagram.com/iptechar>

<https://www.linkedin.com/company/imagination-park-technologies-inc>

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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