



ImagineAR (OTCQB: IPNFF) Announces Blue United Corporation as its Official Agency for Japan Expansion

VANCOUVER, BC, Feb. 10, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) an Augmented Reality Company that enables sports teams, brands and businesses to instantly create mobile phone AR campaigns, is pleased to announce a partnership with Blue United Corporation as its official agency to launch the ImagineAR Augmented Reality Platform in Japan. Blue United clients include Kashima Antlers, Matsumoto Yamaga, Yanmar, Under Armour, Omiya Ardija and the Pacific League Marketing (holding that represents the commercial interests of 6 teams of the Japanese Baseball League) and Sevilla FC, among others.

Blue United Corporation is a marketing, PR, and business development agency with offices in New York, Tokyo and Nagano. With a vast experience in International expansion and business development, Blue United Corporation, focuses on elevating brands on a global scale and help them on expanding internationally (business development and expansion, PR/Communications, social media, marketing, etc.), owns and manages the only football professional tournament between club teams that are part of the Pacific Rim Region (Pacific Rim Cup), and is the owner of esports Blue United eFC, current Asian champion of FIFA.

ImagineAR believes Blue United's experience will significantly accelerate the Company's presence and sales throughout Japan, a strategic new market for ImagineAR.

Takehiko Nakamura, CEO of Blue United, said; "ImagineAR is the most advanced sports fan engagement Augmented Reality platform in the global market today and we are excited to assist the company to launch its sales and marketing initiatives in Japan. Sports teams can drive new fan engagement and brand activation using ImagineAR and the Japan sports market requires this type of advanced immersive mobile experiential platform to drive new revenue streams."

Javier Sanz, VP of Business and Legal Affairs of Blue United said "ImagineAR is a very innovative tool for sport organizations and brands to be more creative and expand the way they engage with customers and fans. The ImagineAR platform lets marketing departments get creative and promote conversations with brands/sponsors to escalate their exposure, enabling experimentation at value and speed unlike any other current AR solutions. We are proud of being part of this further global expansion for ImagineAR."

"Blue United Corporation brings an impressive track record of success with major international companies expanding into Japan as well as their clientele," said Alen Paul Silverstieen, CEO and President of Imagine AR. "We feel the Japanese sports and brand market is ready to implement mobile AR today. This new partnership demonstrates our continued focus on global expansion."

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

About Blue United Corporation

Blue United, is a marketing, PR, and business development agency with offices in New York, Tokyo and Nagano; which serves clients in North America, Asia, Europe and South America.

With a vast experience in International expansion and business development, Blue United Corporation:

- Focuses on elevating brands on a global scale and help them on expanding internationally (business development and expansion, PR/Communications, social media, marketing, etc.).
- Owns and manages the only football professional tournament between club teams part of the Pacific Rim: <https://www.pacificrimcup.com> (Top 10 Best International Sporting Event of the Year SPIA Awards in 2018 and 2019).
- Renders legal advice to clients in the international landscape.
- Designs and executes the organization of major events and activations.
- Owns and manages the first professional eSports FIFA-focused team in Japan, founded in 2017.

Client history: Kashima Antlers, Sevilla FC, Matsumoto Yamaga, Yanmar, Under Armour, JLeague (SHC), Omiya Ardija and the Pacific League Marketing (holding that represents the commercial interests of 6 teams of the Japanese Baseball League), among others.

To learn more about Blue United Corporation, please visit: <https://blueutd.com/en/>.

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](https://www.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. The AR Platform is available as an SDK Plug-in for existing mobile apps.

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ON BEHALF OF THE BOARD

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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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CNW 07:00e 10-FEB-21