



Oasis Digital Studios and Entertainment, Technology and Lifestyle Leader, McCartney Multimedia Join Forces to Support the Development, Management, and Distribution of AR-Enhanced NFTs

Oasis and McCartney team up to enable artists, musicians, entertainers, photographers, chefs, and other lifestyle participants to create NFTs.

TORONTO, VANCOUVER, BC, ERIE, Pa. and LOS ANGELES, March 15, 2021 /CNW/ - [Liquid Avatar Technologies Inc.](#) (CSE: LQID) (OTC:TRWRF) (FRA:4T51) ("Liquid Avatar Technologies" or the "Company"), a global blockchain, digital identity and fintech solutions company together with [ImagineAR Inc.](#) (CSE: IP) (OTCQB: IPNFF), an Augmented Reality platform company, are excited to announce that [Oasis Digital Studios](#) ("Oasis") is teaming up with globally renowned entrepreneur and digital diva, Ruth McCartney, and her firm [McCartney Multimedia, Inc.](#) to support the development of AR Enhanced Non-Fungible Tokens (NFTs) for the entertainment and lifestyle sectors.

McCartney Multimedia, Inc. is a full-service Creative Digital Agency. As early pioneers in web design since 1995, McCartney offers Talent, Artists and companies branding, web development, identity development, hosting, social media strategy and management, creative marketing campaigns, digital PR, database design, e-commerce, video production and mobile app creation. By partnering with Oasis, McCartney is now offering its clients, partners, and industry collaborators the ability to engage in the fast-paced world of NFTs.

A Non-Fungible Token, or NFT is a digital asset that represents a wide range of tangible and intangible assets like digital and conventional artwork, collectibles, memorabilia, and other items. However, unlike typical NFTs which are generally digital video or images that represent "moments in time" like an NBA Top Shot or piece of artwork, Oasis will be creating and deploying embedded AR "triggers" in each Oasis supported NFT, and to support and introduce NFT programs, brands, and participants. This will allow users to engage in enabled immersive and "living" shareable experiences through the Liquid Avatar Mobile App and AR enabled websites.

"Having learned the value of collectibles and the passion of fans as a child when I earned pocket money in Liverpool helping my Mother Angie, and Beatles Fan Club secretary Freda Kelly organize global fan mail, I am excited to be able to offer our musician, Chef and artist network the chance to digitally create new sustainable products. In addition, they are able generate income from today's version of the rare vinyl, ticket stubs and concert posters marketplace of the past. NFTs are a solution for the creative community to be able to generate a brand-new revenue stream, and more importantly, royalty bearing revenue at that," said Ruth McCartney, Digital Diva and founder of McCartney Multimedia.

Oasis is bringing together leading individuals and organizations in blockchain technology, computer graphics, augmented reality, entertainment, art, sports, gaming, music, media, comic book, memorabilia, and pop culture arenas to support the fast-paced emergence of the NFT marketplace.

With opportunities already in process, the Oasis model is to create an ongoing partnership with artists, sports personalities, talent, brands, and organizations, and share in the ongoing revenue of the initial sale and any residual sales, creating potential royalty-type revenue relationships. The initial program offerings will consist of digital artwork, with the expected expansion to trading cards, limited editions, and series, and physical product programs.

"It is great to be working with Ruth and the McCartney team again, having worked with them in past on programs in the entertainment and technology sectors. Ruth and the team are digital experts and are super connected to a host of great artists and entertainers that we believe will benefit from new opportunities with collectible and experiential, augmented reality enhanced, NFTs," said David Lucatch, CEO – Liquid Avatar.

The Liquid Avatar Mobile App, featuring user created digital icons that allow users to manage, control and create value from their biometrically verified digital identity, officially launched globally in the Google Play and Apple App Store on February 18, 2021. With the foundational 1st phase already available, the Liquid Avatar app will launch updates in phases, with new features expected monthly. The Company believes that as it plans to provide future features, regular releases will provide users with the opportunity to familiarize themselves with existing features before moving on to more comprehensive services and the opportunity to manage their digital identity and verifiable credentials.

If you would like to join our mailing list and receive updates from the Company, please [click here](#)

About McCartney Multimedia, Inc. - <https://mccartney-multimedia.com/mccartney-multimedia-inc>

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McCartney's other endeavors include [McCartney Studios](#), that brings together Dr. Angie McCartney, Ruth McCartney and Martin Nethercutt who have backgrounds in the music and entertainment industries, the division reps, directors, DPs Eps and creatives and has over a dozen show in development on their slate. Today, McCartney Studios focuses on storytelling, branding and visual media while the McCartney Group GmbH, based in Vienna, Austria specializes in European Sports and Artists management.

For more information, please visit: <https://mccartney-multimedia.com/>

About ImagineAR – www.imaginear.com

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. The AR Platform is available as an SDK Plug-in for existing mobile apps.

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ON BEHALF OF THE BOARD

Alen Paul Silverstien President & CEO (818) 850-2490

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About Liquid Avatar Technologies Inc. –www.liquidavatartechnologies.com

Liquid Avatar Technologies Inc., through its wholly owned subsidiary KABN Systems North America Inc. focuses on the verification, management and monetization of Self Sovereign Identity, empowering users to control and benefit from the use of their online identity.

The Liquid Avatar Mobile App, available in the Apple App Store and Google Play is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons allow users to manage and control their digital identity and Verifiable Access and Identity Credentials, and to use Liquid Avatars to share public and permission based private data when they want and with whom they want. www.liquidavatar.com

KABN North America has a suite of revenue generating programs that support the Liquid Avatar program, including KABN KASH a cash back and reward program that has over 400 leading online merchants and coming soon, an integrated offering engine. In Canada, KABN also has the KABN Visa Card, a "challenger banking" platform that allows users to manage and control a range of financial services for traditional and digital currencies. The Company is currently exploring expansion of the KABN Visa program to other geographic regions, including the USA.

Oasis Digital Studios is a creative and development agency that supports a wide range of artists, talent, brands, and enterprises with Non-Fungible Token (NFT) solutions.

Liquid Avatar Technologies Inc. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol "LQID" (CSE:LQID).

The Company also trades in the US under the symbol "TRWRF" and in Frankfurt under the symbol "4T51"

If you have not already joined our mailing list and would like to receive updates on Liquid Avatar Technologies Inc., please [click here](#) to join!

For more information, please visit www.liquidavatartechnologies.com

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

All websites referred to are expressly not incorporated by reference into this press 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 timing for the launch of Liquid Avatar apps, the plans for future features of the Liquid Avatar apps, expected geographic expansion, 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: failure to obtain necessary approvals in a timely manner or at all; lack of sufficient capital to expand the Company's geographic footprint or to add new features to the Company's offerings; 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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For further information: David Lucatch, Chief Executive Officer, 647-725-7742 Ext. 701, ir@liquidavatar.com; US and Canadian Media Contact: Nicole Rodrigue, NRPR Group, nicole@nrprgroup.com

CO: ImagineAR

CNW 07:30e 15-MAR-21