



# ImagineAR (OTCQB: IPNFF) Announces Jake Parks, 11 year adidas Sports Marketing Executive, Joining as Advisor to CEO for the North American Sports & Entertainment Marketplace

*adidas veteran worked with NFL stars Patrick Mahomes, Dak Prescott, Von Miller, JuJu Smith-Schuster, Deandre Hopkins, Tyler Lockett, Bradley Chubb*

VANCOUVER, BC, July 20, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) an Augmented Reality Company that enables sports teams, brands and businesses to instantly create their own mobile phone immersive AR campaigns, is pleased to announce that Jake Parks has joined the Company as an Advisor to the CEO for the specific purposes of Sports & Entertainment products in North America. Mr. Parks spent 11 years at adidas recruiting and managing relationships with adidas' roster of elite NFL athletes. He was also responsible for developing and implementing integrated marketing plans for athletes including in-home and out-of-home advertising, social media campaigns, athlete appearances, and commercial shoots. adidas athletes included *Patrick Mahomes, Dak Prescott, Von Miller, JuJu Smith-Schuster, Deandre Hopkins, Tyler Lockett, Bradley Chubb*

Jake Parks said; "It's extremely exciting to be joining Mr. Silverstein and the team at ImagineAR. The company's cutting-edge, proprietary augmented reality technology has endless applications in the sports and entertainment industries. We look forward to revolutionizing the world of digital engagement between fans and their favorite superstars."

"Mr. Parks brings an impressive track record of success with major NFL Stars and sports organizations to ImagineAR," said Alen Paul Silverstein, CEO and President of Imagine AR, "We are excited to share our future plan with stockholders this fall."

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

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

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ON BEHALF OF THE BOARD

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