

# Tucson Sugar Skulls Indoor Football League Team Selects Imagination Park for Augmented Reality Promotions

## *XenoHolographic Software Recognized for Ease of Use to Create and Manage AR Campaigns*

VANCOUVER, Nov. 15, 2018 /CNW/ - Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) ("Imagination Park" or the "Company") is pleased to announce that it has been contracted to provide an exclusive augmented reality ("AR") program for the inaugural season for the Tucson Sugar Skulls, an Indoor Football League ("IFL") team in Tucson, Arizona.

"We want to engage our new fans with exciting, augmented reality experiences on their phones," said Cathy Guy, who founded and owns the Tucson Sugar Skulls with her husband, Kevin. "We were extremely impressed how Imagination Park's AR platform allows us to easily create and deploy a Sugar Skulls interactive experience throughout Tucson. We can manage the entire AR program ourselves and change content anytime."

Alen Paul Silverstein, CEO of Imagination Park, stated, "We are excited to be part of the Sugar Skulls' inaugural season in Tucson. As our first professional sports client, we will work closely with them using AR to promote Sugar Skulls season tickets and team merchandise as they prepare to kick off in March 2019. Subsequently, we will create AR experiences throughout the season during the games inside the arena and throughout Tucson."

The Sugar Skulls are an expansion franchise of the Indoor Football League and open their first season in March with home games played at the Tucson Arena.

## **Imagination Park Launches New Website**

To coincide with this customer announcement, Imagination Park launched their new branded website focused on their new Augmented Reality XenoHolographic product suite. The Company also included two dynamic AR engagements on the website for people to experience the latest AR technology delivered using the mobile app XenoPlay.

## **About XenoHolographic Product Suite**

The XenoHolographic Product Suite is a software platform that enables brands and companies to be able to easily and quickly upload and manage augmented reality campaigns from start to finish. This includes:

- XenoCloud - AR cloud content management system
- Automatic conversion of 3D objects into portable AR objects for iOS and Android
- Mobile app for fast and simple setup of AR activations
- Support for marker and marker-less (location-based) AR activations
- Virtual AR-based scavenger hunts, all configurable in XenoCloud
- Consumer engagement reporting

Brands can now develop interactive AR content and measure and understand how users engage with the brand through their mobile devices. Brands can use this information to further develop or refine content, redeploying through their preferred channels including: games, scavenger hunts, bringing packaging to life, playing a movie trailer when the phone is placed over a poster, and more.

## **About Imagination Park**

Imagination Park creates novel holographic content and provides augmented reality products for phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence (AI).

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).

### **ON BEHALF OF THE BOARD**

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