

Mall of America Selects XenoHolographic for Holiday Augmented Reality Customer Experience

VANCOUVER, Dec. 10, 2018 /CNW/ - Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) ("Imagination Park" or "Company") is pleased to announce that its wholly-owned subsidiary, XenoHolographic Inc. ("XenoHolographic"), has been contracted to provide the exclusive Augmented Reality Experience at Mall of America this holiday season starting December 4, 2018.



Mall of America Selects XenoHolographic for Holiday Augmented Reality Customer Experience (CNW Group/Imagination Park Entertainment Inc.)

Since opening its doors in 1992, Mall of America® has revolutionized the shopping experience welcoming 40 million visitors each year. A leader in retail, entertainment and attractions, Mall of America is a top tourist destination in the country and is known around the world.

Sarah Townes, VP of marketing at Mall of America said: "This kind of social and interactive augmented reality experience is exciting for Mall of America to offer our visitors throughout the holiday season. We continue seeking out new ways to bring moments of surprise and delight to our guests and are thrilled to partner with Imagination Park on this new venture for Mall of America."

The Mall of America Holiday Augmented Reality Experience will tell a holiday story using XenoPlay, the XH mobile app, with a series of AR experiences. Visitors will be able to discover AR experiences throughout Mall of America on their mobile phones. These engagements will be designed to encourage guests to share their experiences on social media. Photo opportunities will be placed throughout the mall. Each experience will tell a part of the holiday story at Mall of America that incorporates the oversized toy décor Mall of America places throughout its 5.6 million square foot property during the holiday season. Upon completing the story, guests will be rewarded for engaging with the entire AR experience with the opportunity to enter to win a shopping spree at Mall of America.

Alen Paul Silverstieen, CEO of Imagination Park, stated "We are truly excited to be selected by the largest mall in the United States for their first augmented reality experience. With an engaging and interactive holiday story, we expect this to be an extremely successful consumer engagement with their millions of visitors."

ABOUT MALL OF AMERICA

At 5.6 million square feet, Mall of America is the largest shopping and entertainment complex in North America with more than 520 world-class retail stores and restaurants; Nickelodeon Universe, the nation's largest indoor theme park; SEA LIFE Minnesota Aquarium; FlyOver America; Crayola Experience; Hard Rock Café; The Escape Game; CMX Cinemas; and more. The Mall opened in 1992 and is located in Bloomington, Minn., minutes from downtown Minneapolis and St. Paul and adjacent to the MSP International Airport. Follow [Mall of America](#) on [Facebook](#), [Twitter](#) and [Instagram](#), and visit our [blog](#). Download the Mall of America app from the [App Store](#) for iOS or [Google Play](#) for Android.

About Imagination Park

Imagination Park Entertainment creates engaging and interactive holographic content delivered by its cloud-based augmented reality enterprise platforms. The Company provides augmented reality products for mobile phones and wearable headsets, as well as rapid deployment of AR solutions, without the need for developers, while integrating artificial intelligence.

For more information or to explore working with Imagination Park, please email info@imaginationpark.com, or visit www.imaginationpark.com.

ON BEHALF OF THE BOARD

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