

Imagination Park Partners with Data Call Technologies to Drive Augmented Reality into Digital Signage Market

VANCOUVER, Dec. 20, 2018 /CNW/ - Imagination Park Entertainment Inc. (CSE: IP) (OTC: IPNFF) ("Imagination Park" or "Company") is pleased to announce that it has selected Data Call Technologies, Inc. (OTC: DCLT) to champion its XenoHolographic™ Augmented Reality ("AR") platform to the Digital Out of Home ("DOOH") marketplace. The DOOH market, which includes commercial locations and public outdoor advertising spaces, is a key market for Imagination Park as the Company seeks to provide brands with the ability to disrupt traditional advertising and marketing models.

Tim Vance, CEO of Data Call Technologies, said, "We are enthusiastic to partner with Imagination Park to spearhead next generation AR experiences to the DOOH marketplace. As a pioneer and leader in licensed infotainment feeds, we view this as a natural evolution to provide engaging AR and holographic content, collectively offering new advertising models to a market that has revealed struggle with traditional ad-based models."

"Data Call Technologies' vast experience providing custom content programming experiences combined with their robust customer, software partner, and reseller base will help drive our XenoHolographic™ AR platform to the DOOH market," Alen Paul Silverstein, CEO of Imagination Park. "We expect this channel to grow and for more resellers to come on in the coming months."

About Data Call Technologies

Data Call Technologies has been serving the Digital Signage Marketplace since 2002 and is a market leader in providing play-list ready infotainment content for the Digital Out of Home marketplace (DOOH). Data Call's markets include, Government, Banking, Automotive, Sports, Healthcare, Corporate Communications, Transportation and DOOH. Success and growth continue through efforts of its sales team combined with the DLManager platform. Data Call utilizes a robust partner network of AV integrators, CMS providers and Digital Marketing agencies.

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.

ON BEHALF OF THE BOARD

Alen Paul Silverstein
President & CEO
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Forward-Looking Statements

Statements contained herein, which are not historical facts, including statements about plans and expectations regarding business areas and opportunities, demand and acceptance of new or existing businesses, capital resources and future financial results are "forward-looking" statements as contemplated by the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, including, but not limited to, government regulation, taxation, spending, competition, general economic conditions and other risk factors which could

cause actual results to differ materially from those projected or implied in the forward-looking statements. There may be other factors not mentioned above that may cause actual results to differ materially from any forward-looking information. The company takes no obligation to update or correct forward-looking statements and takes no obligation to update or correct information prepared by third parties that are not paid for by the Company.

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