

ImagineAR™ 'AR-as-a-Service' Platform Launched by Imagination Park

Instantly Create Global AR Immersive Location & Visual Marker Activations

VANCOUVER, Oct. 24, 2019 /CNW/ - **Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF)** (the "Company") today announced it is transforming the Augmented Reality (AR) Industry with the new **ImagineAR™ AR-as-a-Service** platform using a desktop computer for any business to instantly create AR immersive experiences at physical locations or using visual markers (images, logos, signs). No prior technical knowledge or experience is required to use this AR platform. To demonstrate the powerful yet easy to use ImagineAR™ platform, the first AR mobile activation is free to all businesses at ImagineAR.com.

"We are excited to make immersive AR instantly available and affordable to all businesses who want to utilize AR campaigns for their consumer audiences but couldn't afford it until today" said Alen Paul Silverrstieen, CEO of Imagination Park, "The AR activations created on a desktop include advanced consumer activation features such as videos, images, coupons, website signups, product information at no additional cost. ImagineAR™ is the only AR-as-a-Service platform in the world with these capabilities fully integrated today."

Silverrstieen continued, "For consumers to view the AR immersive activations, they just download and use the ImagineAR™ mobile App available which is available in both IOS and Android mobile stores. For example, businesses can deliver an AR Zombie for Halloween instantly into their brick and mortar store; shoppers can take pictures and share immediately in social media with ImagineAR™ while simultaneously receiving in-store coupons. This is an effective retail activation strategy to drive consumer engagement and purchases."

SDK/API integration with Existing Mobile Apps

ImagineAR™ also is announcing that it is making SDK (Software Development Kit) and API's (Application Program Interface) available in the first quarter 2020 for companies to integrate the ImagineAR™ platform with their existing mobile app. Larger companies and brands, who have significantly invested in their mobile app, can instantly create AR immersive campaigns to further expand consumer usage, activation, and downloads. These products will be available through an annual license agreement from the company.

Snapchat, Facebook, and WebAR Augmented Reality Services

ImagineAR™ is pleased to launch a new Experience Design & Development studio that will collaborate with brands to create custom "no app download required" experiences for Snapchat, Facebook and Mobile-Browser Augmented Reality (AR) experiences.

About Imagination Park

Imagination Park Technologies Inc. (CSE: IP) (OTC: IPNFF) has developed ImagineAR.com; an "AR-as-a-Service" platform for desktops 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 using ImagineAR™. 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 ImagineAR.com mobile app is available in the IOS and Android mobile app stores.

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ON BEHALF OF THE BOARD

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<https://twitter.com/IPtechAR>

<https://www.facebook.com/imaginationparktechnologies>

<https://www.instagram.com/iptechar>

We encourage you to do your own due diligence and ask your broker if Imagination Park Entertainment Inc. (cse: IP) is suitable for your particular investment portfolio.*

The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release. This press release may include 'forward-looking information' within the meaning of Canadian securities legislation, concerning the business of the Company. The forward-looking information is based on certain key expectations and assumptions made by Imagination Park's management. Although Imagination Park believes that the expectations and assumptions on which such forward- looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Imagination Park can give no assurance that it will prove to be correct. These forward-looking statements are made as of the date of this press release, and Imagination Park disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.



New Logo- ImagineAR Product (CNW Group/Imagination Park Technologies Inc.)

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