



# ImagineAR Announces The Appointment Of Troy Miller, Founder of Division ONE Sports, As Advisor For Augmented Reality Fan Engagement For Professional and College Sports Venues & Live Streaming

VANCOUVER, May 19, 2020 /CNW/ - [ImagineAR \(IP:CSE\) \(IPNFF:OTCQB\)](#) an Augmented Reality Company that enables businesses to create their own mobile phone AR campaigns is pleased to announce that Troy Miller has joined the Company as an Advisor to the CEO for the purposes of taking ImagineAR solutions to both professional and college sports teams for use in their venues to enhance fan engagement and generate new revenue streams for them. Mr. Miller is the Founder of Division ONE Sports, a company focused on Pro and college sports marketing and consulting services for nearly two decades. With over \$500 million in sports sponsorship/media deals during his career, ImagineAR believes Mr. Miller will accelerate the Company's early Augmented Reality success within professional and amateur sports.

## TROY MILLER PROFESSIONAL BACKGROUND

Troy is a 30-year sports industry veteran. He is the Founder and Principal of Division ONE Sports, a company he started in 2003 that specializes in providing companies with turnkey sports marketing and consulting services in areas such as Stadium/Arena TV-Visible Signage, Branding, Sponsorship/Media Sales, IP Rights, Promotional Rights, On-site Activation, Database Marketing, Social Media, and VIP Hospitality. Troy has represented several blue-chip clients over the years, leading to well over \$500 million in sports sponsorship/media deals through his extensive relationships with over 100 Major Division 1 NCAA Schools and Conferences, NFL, NBA, NHL, MLB, and MLS Teams, as well as, Major TV networks.

Mr. Miller stated, "With the advancement in technology across several platforms, ImagineAR brings a leading-edge Augmented Reality platform to the pro sports and collegiate athletic teams and venues to give them yet another means to reach and enhance fan engagement, as well as, generate new revenue streams to add to their bottom line."

"Mr. Miller brings a tremendous track record of success in Professional Sports and Major NCAA Division 1 Athletics," said Alen Paul Silverstieen, CEO and President of Imagine AR. "With today's paradigm shift in sports fan engagement due to Covid-19, Augmented Reality is a perfect activation technology for both in-stadium and live streaming."

This press release is available on the Company's [AGORACOM Discussion Forum](#), a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

**About Imagine AR Inc.**

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. ImagineAR is also available as an SDK to integrate into existing mobile apps.

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## **ON BEHALF OF THE BOARD**

**Alen Paul Silverstien**  
**President & CEO**

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*We encourage you to do your own due diligence and ask your broker if Imagine AR 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 Imagine AR'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 ImagineAR 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 ImagineAR 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.*

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**For further 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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CNW 06:30e 19-MAY-20