

# ImagineAR Featured in Global Sports Innovation Center (GSIC) White Paper "Next-Generation Fan Engagement: The Coming Together of Content, Commercial, Code & The Consumer"

VANCOUVER, BC and ERIE, Pa., Jan. 7, 2021 /CNW/ - Imagine AR Inc. (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company") an Augmented Reality Company that enables sports teams, businesses, and organizations to create instant AR engagement and activation global campaigns without a technical background, is pleased to announce it is one of six global companies featured in the GSIC White Paper augmented reality fan engagement case study to be published and formally presented on January 19, 2021. ImagineAR CEO Alen Paul Silverstieen will be a panelist on the global webcast presentation.

The "Next-Generation Fan Engagement: The Coming Together of Content, Commercial, Code & The Consumer" by GSIC (powered by Microsoft), white paper is divided into two parts – the first half details how the historical business model of Sport is gradually eroding due to the fragmentation of audiences due to the proliferation of smart phones and 4G data connectivity. The second half details innovative fan engagement solutions that deliver commercial and strategic benefits by using next-generation technologies such as augmented reality, computer vision & blockchain.

The ImagineAR case study features the Louisville Bats baseball team, Cincinnati Reds Triple-A Affiliate, Restaurant Augmented Reality Mascot Partnership Program from early 2020. [Click to learn more.](#)

ImagineAR CEO, Alen Paul Silverstieen said "The GSIC, powered by Microsoft, is a highly respected global organization consulting with many of the leading sports organizations and teams. We are honored to be included as a mobile augmented reality case study in this new white paper. It will further enhance our status as a leader in sports fan engagement using AR and create new global sales opportunities."

The [Global Sports Innovation Center \(GSIC\)](#) has a primary goal of improving the value chain of the Sports Industry by leveraging the most advanced technologies, enabling business connections among startups, sports organizations, educational institutions and enterprise organizations. The GSIC provides its members with a unique environment for networking, knowledge transfer, new projects development, business and visibility, while other organizations will find an excellence ecosystem to access innovation services, disruptive technology and leading partners to address their challenges. With over 170 members located in 20 countries all around the world, the GSIC has become a worldwide reference for Sports Industry.

This News Release is available on the company's [CEO Verified Discussion Forum](#), a moderated social media platform that enables civilized discussion and Q&A between Management and Shareholders.

## About ImagineAR

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 immersive 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.

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ON BEHALF OF THE BOARD

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*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

## Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

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**For further information:** For more information or to explore working with ImagineAR, please email: [info@imaginear.com](mailto:info@imaginear.com), or visit [www.imagineAR.com](http://www.imagineAR.com).

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