



# ImagineAR (OTCQB:IPNFF) Announces Partnership with BookYourStadium.com in Spain

*LaLiga clubs fan base millions worldwide*

VANCOUVER, BC and ERIE, Pa., Jan. 25, 2020 /CNW/ - [ImagineAR](#) (IP:CSE) (IPNFF:OTCQB) an Augmented Reality company that enables sports teams, entertainers, brands and businesses to instantly create immersive global mobile phone AR campaigns, is excited to announce a partnership agreement with **BOOK YOUR STADIUM** ([www.bookyourstadium.com](http://www.bookyourstadium.com)) to deliver 'one-of-a-kind' AR experiences from historical soccer clubs in LaLiga (Spain) to fans around the world. The clubs which **BOOK YOUR STADIUM** is currently offering in the platform are REAL MADRID CF, REAL SOCIEDAD CF, REAL VALLADOLID CF, VALENCIA CF, ATHLETIC CLUB, CA OSASUNA, REAL BETIS BALOMPIÉ, and RC CELTA. Throughout 2021, several national and international clubs are expected to join the platform.

Joaquín Martínez, CEO of **BOOK YOUR STADIUM**, states: "*We have developed a revolutionary online e-commerce fan engagement site and incorporated 'best of breed' innovative digital products. ImagineAR is a leader for sports fan AR engagement and we are going to partner on unique fan AR immersive experiences featuring top LaLiga soccer club players. Additionally, we are now an authorized ImagineAR partner to market their SDK platform to LaLiga clubs for integration into their existing mobile apps which are used by tens of millions of fans around the world.*"

**BOOK YOUR STADIUM** ([www.bookyourstadium.com](http://www.bookyourstadium.com)), currently available in Spanish, is expected to be available in English in February 2021 and expand globally. Initially, soccer fans can choose from over 200 experiences, adapted to the current health restrictions, to select from historical clubs in LaLiga. Some examples of experiences available include: access to virtual match experiences with exclusive content and games, e-sports matches with football players, Immersive AR experiences, virtual autographs, original match day events, or enjoy club lunch at home. In addition, there is the option of the **SPORTBOX®**, a themed gift box full of surprises with selected experiences from some clubs.

Alen Paul Silverrstieen, CEO of **ImagineAR**, states: "*As we continue to aggressively expand globally, our partnership with **Book Your Stadium** will drive a new direct-to-consumer revenue market channel delivering unique immersive AR mobile engagements to European fans featuring international soccer stars of LaLiga.*"

## GSIC Membership Event

ImagineAR CEO, Alen Paul Silverrstieen, will be one of the key presenters in the GSIC (Global Sports Innovation Centre Powered by Microsoft) member-only event, Friday, January 28, 2021 'How best to apply AR and VR Solutions in Sports'.

## About ImagineAR

Imagine AR Inc. (CSE: IP) (OTC: IPNFF) has developed [ImagineAR.com](http://ImagineAR.com); an "AR-as-a-Service" platform for sports teams and businesses of any size to create and implement their own AR immersive 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](http://ImagineAR.com). Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage with 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](http://ImagineAR.com) mobile app is available in the IOS and Android mobile app stores. The platform is available as a native mode SDK.

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## ON BEHALF OF THE BOARD

**Alen Paul Silverrstieen**

**President & CEO**

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**For further 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).

CO: ImagineAR

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