



ImagineAR (OTCQB: IPNFF) Announces Masa Ishimitsu as Advisor to CEO For Spearheading Expansion into Japan

VANCOUVER, BC, Feb. 1, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) an Augmented Reality Company that enables sports teams, brands and businesses to instantly create their own mobile phone AR campaigns, is pleased to announce that Masa Ishimitsu has joined the Company as an Advisor to the CEO for the purposes of launching ImagineAR platform marketing and sales in Japan. Mr. Ishimitsu is a former President of major companies in Japan including Solo Cup Japan & Asia Pacific Limited, SPXFlow Technology Japan, and Misawa Homes of America. ImagineAR believes Mr. Ishimitsu will significantly accelerate the Company's presence and sales throughout Japan and the Far East.

Masa Ishimitsu said "ImagineAR is the most advanced AR platform in the market today and I am excited to launch the company's sales and marketing initiatives in Japan. Its simple platform means that organizations can almost instantly start engaging their customers and fans at a time when recovery and renewed market positions are essential. As consumers are slowly returning to stores and sports are coming back, information, offers and simple engagement will need to be more dynamic and shareable."

Mr. Ishimitsu continued "ImagineAR lets marketing ideas get creative and conversations around brands to escalate, enabling experimentation at value and speed unlike other current AR solutions. AR industry in Japan is still at a very early stage of development and this means potentially a great opportunity for ImagineAR to capture market share. Also, Canada is my second home as I am a graduate of high school and the University in Victoria, B.C.. Having spent over 35 years in the international business, together with my bilingual and bicultural background, I am truly excited to be a part of Imagine AR's team to develop the business in Japan."

"Mr. Ishimitsu brings an impressive track record of success with major international companies expanding into Japan," said Alen Paul Silverstieen, CEO and President of Imagine AR. "ImagineAR will continue our aggressive global expansion this year."

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 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 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. The AR Platform is available as an SDK Plug-in for existing mobile apps.

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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.

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CNW 07:00e 01-FEB-21