



# ImagineAR (OTCQB:IPNFF) Selected as Finalist for The Hype Global Virtual Accelerator 2.0

VANCOUVER, BC and ERIE, Pa., Feb. 23, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) an Augmented Reality company that enables sports teams, entertainers, brands and businesses to instantly create immersive global mobile phone AR campaigns, is honored to announce it has been selected as one of the 40 global sports finalists for the [Hype Global Virtual Accelerator 2.0 Fan Vertical Bootcamp](#). This year's Fan Vertical Bootcamp is focused on over 32 Sports clubs, Leagues, Federations, and Broadcasters including the St. Louis Blues, PGA tour, Philadelphia Phillies, Deutscher Fußball-Bund, and Star Sports.

According to Amir Raveh, President and Founder at HYPE Sports Innovation, 1444 global sports startups applied to participate in the Hype Global Virtual Accelerator 2.0 and **only 40 were selected** to participate in the "FAN Vertical Bootcamp". FAN is one of 7 verticals in the Hype Global Virtual Accelerator which commenced this week. The 40 innovative global companies, including ImagineAR, were invited to FAN Vertical bootcamp where they spend 1.5 hours with each of the partners discussing their challenges and pain points. This March, startups will pitch to each FAN partner who ultimately selects approximately 5 companies each to move to the business development round. Consisting of a series on 1-1 sessions over an 8-12 week timeframe all leading up to successfully awarded contracts to be announced by June 2021.

Additionally, ImagineAR has been selected to participate in the Winter Sports and Motor Sports vertical bootcamps too.

Alen Paul Silverrsteien, CEO of ImagineAR, states: "*For ImagineAR to be selected as a finalist from over 1400 global sports startups validates our best of breed augmented reality platform for sports fan engagement and activation. The Hype Global Virtual Accelerator is highly respected by sports and broadcasting organizations and should increase our expansion in the sports marketplace.*"

## [ImagineAR-JP.com](#) Japan Launched

ImagineAR launched its Japanese language website, [ImagineAR-JP.com](#), to commence marketing and sales in Japan. Mr. Masa Ishimitsu, based in Japan, is spearheading the company's activities in conjunction with recently announced marketing partner [Blue United Corporation](#). Mr. Ishimitsu has over 35 years of experience in international business including developing and managing business for multinational companies as CFO and CEO in Japan. Blue United clients include Kashima Antlers, Matsumoto Yamaga, Yanmar, Under Armour, Omiya Ardija and the Pacific League Marketing (holding that represents the commercial interests of 6 teams of the Japanese Baseball League) and Sevilla FC, among others.

## About ImagineAR

Imagine AR Inc. (CSE: IP) (OTC: IPNFF) has developed [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. 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 mobile app is available in the IOS and Android mobile app stores. The platform is available as a native mode SDK.

**All trademarks of the property of respective owners.**

## ON BEHALF OF THE BOARD

**Alen Paul Silverrsteien**

**President & CEO**

(818) 850-2490

<https://twitter.com/IPtechAR>

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

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

<https://www.linkedin.com/company/imagination-park-technologies-inc>

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.

View original content to download multimedia:

<http://www.prnewswire.com/news-releases/imaginear-otcqbipnff-selected-as-finalist-for-the-hype-global-virtual-accelerator-2-0--301233507.html>

SOURCE ImagineAR

View original content to download multimedia: <http://www.newswire.ca/en/releases/archive/February2021/23/c0709.html>

%SEDAR: 00032647E

**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

CNW 08:18e 23-FEB-21