

# ImagineAR (OTCQB: IPNFF) Reveals New Brand Identity with Redesigned Logo

ImagineAR New Logo Represents the Company's Personality and User Experience

VANCOUVER, BC and ERIE, PA, April 7, 2021 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company") an Augmented Reality Company that enables sports teams, businesses and enterprises to instantly create their own AR mobile campaigns, has revealed its new brand logo to represent the company's personality and the experiences it offers to users – immersive augmented reality.

According to the Logo Design team lead, Sylvie Ozipko, "the logo is impactful and now being treated in all capital letters; it offers the brand a strong presence while still keeping it approachable and fun. Using an A with the horizontal line removed, also reinforces the triangle shape in our AR icon and continues our theme of imagination as when read, our brains fill in the missing shapes. The prism and lighting effects creates depth and interest to the logo and reflect the endless possibilities of our immersive content."

"The treatment of the AR acronym has two significant parts; first the blue main triangle is the representation of physical space where our experiences are generated; secondly the angled cut out is the perspective of the letter A, and the representation of the interactive piece of an AR experience", further explained Ms. Ozipko.

CEO of ImagineAR, Alen Paul Silverstieen, stated "We are excited to reveal our new branded logo which clearly represents ImagineAR today as we expand globally delivering immersive and experiential AR mobile engagements. Our new re-branded website will be launched within 60 days."

**NFT Webinar: Myths, Markets, Media & Mania. April 13th, 2021 - 12:00 pm Eastern Time**

*Presented by:* **Oasis Digital Studios / Liquid Avatar Technologies / ImagineAR**

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## About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](http://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

**Alen Paul Silverstieen**

**President & CEO**

(818) 850-2490

<https://twitter.com/IPtechAR>

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

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

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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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