

ImagineAR (OTCQB: IPNFF) Announces New Three-Year Partnership With BLACKOWNED.com

BLACKOWNED seeks to unite and catalyze the efforts of Black entrepreneurs and professionals to generate value in national communities.

VANCOUVER, BC, July 6, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF), an Augmented Reality (AR) company that enables sports teams, brands and businesses to instantly create mobile AR immersive engagement campaigns, is pleased to announce a new three-year agreement with BLACKOWNED. This three-year ImagineAR white-label mobile app agreement is valued at \$185,000 plus subscription channel revenue sharing.

Martin Pratt, Director, Strategic Partnership Marketing, stated "I am excited to support and advance a brand that is building immersive Black AR content that impacts the [BLACKOWNED](#) ecosystem."

"Our strategic partnership with BLACKOWNED is a significant step forward for ImagineAR, that provides a new platform communication and subscription model focused on education, employment and empowerment," said Alen Paul Silverrstieen, CEO and President of Imagine AR.

Silverrstieen continued, "BLACKOWNED will launch this fall with our new ImagineAR Global Cloud Architecture, after the World Tens Rugby Tournament in August 2021. This new AR Cloud implementation provides a greatly enhanced content management dashboard, performance and synchronization throughout the world with full GDPR compliance."

About BLACKOWNED

As reflected in their current suite of products, [Upward Institute](#), [Black Talent Community](#) and [SKRRT](#), BLACKOWNED empowers communities to thrive in the areas of Education, Employment, Economics and Entertainment. We share history, common purpose and delight in our culture. We are a people-powered network that exchanges ideas, exults in our successes, learns from our failures and always builds community. Visit: [BLACKOWNED.com](#)

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

Alen Paul Silverrstieen
President & CEO

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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.

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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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