

# ImagineAR (IPNFF) Joins Forces With iSportConnect Targeting European Sports Clubs, Leagues and Broadcasters

*ImagineAR will be the Exclusive AR Consultancy Client for this Two-year Agreement*

VANCOUVER, BC, Aug. 11, 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 immersive AR campaigns, has partnered with iSportConnect, headquartered in London, to introduce ImagineAR fan engagement products to the UK & European soccer teams, sports leagues, broadcasters and brands. The iSportConnect platform is the largest global private network of sport business executives and major clients include Tata Communications, InfrontX, Vindicia and Hookit.

"At iSportConnect, we understand just how big of a role mobile augmented reality will deliver for fan engagement during today's new paradigm in 2021. Our organization has decades of experience in the sports marketplace and are confident that ImagineAR will be an integral digital channel for every team desiring to build their global fan base and new revenue monetization strategies," according to Sandy Case, iSportConnect's Chief Strategy Officer.

[Alen Paul Silverrstieen](#), CEO of ImagineAR, stated "We have been in discussions with iSportConnect for over a year and are excited to finally enter into a multi-year partnership focused on expanding our global sports clientele in the UK and Europe. Their executive team maintains a significant network of sports industry executives which ImagineAR can quickly introduce to our patented fan engagement platform. We will also be using their offices as our new London headquarters."

## About iSportConnect

iSportConnect was launched in 2010 with the aim of bringing together sports business professionals around the world in a sports business networking community enabling them to meet one another, find information and obtain access to a wide range of relevant services. The platform is now the largest global private network of sport business executives, with over 20,000 members, where membership is exclusive and follows a strict door policy.

## iSportConnect Consultancy

iSportConnect's consultancy division works to help our clients with commercial development, marketing and communications and business strategy surrounding the world of sport, helping to provide business intelligence; global sports market entry strategy and support. Some of our consultancy clients include LaLiga, Vindicia and Tata Communications, among others.

## 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.

For more information or to explore working with Imagination Park, please email [info@imaginear.com](mailto:info@imaginear.com), or visit [www.imagineAR.com](http://www.imagineAR.com).

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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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