



ImagineAR (IPNFF) Releases New Mobile APP SDK Including Global AR Scavenger Hunts, Rewards & Clues

ImagineAR Cloud 1.3, 'Metaverse' Newly Released with Enhanced Self-Publishing Dashboard & Analytics

VANCOUVER, BC, Oct. 4, 2020 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("**ImagineAR**" or "**Company**") an Augmented Reality Company that enables businesses, sports teams and organizations to create instant global AR mobile phone campaigns without a technical background, has released both the new ImagineAR SDK 1.4 and ImagineAR Cloud 1.3. These two new major company product platforms include significant enhancements and improvements to deliver optimal fan and consumer experiential engagements around the world.

The ImagineAR SDK Version 1.4 can integrate natively with both IOS and Android mobile apps. The newly released AR Scavenger Hunt Feature includes player progress bars during hunts, improved player reward functions, and new unique Clue Cards for each client Scavenger Hunt game. Sports teams and businesses can create as many of their own Scavenger Hunts globally with prizes and rewards unique to each geographic region.

The ImagineAR Cloud Version 1.3 ("metaverse") has enhanced self-publishing CMS (content management system) functions and real-time analytics that manage and measure global as well as localized AR campaigns. Non-technical users can create instant campaigns without any technical knowledge or background with an improved easier user-interface. This new Cloud Version fully supports GDPR compliance for European countries too.

Alen Paul Silverstieen, CEO of ImagineAR, stated "Our technical team has worked many months to redesign the entire AR cloud architecture to deliver clients higher global performance, flexibility, and enhanced user augmented reality experiences and immersion. We expect to leverage this major new global architecture in a number of consumer project opportunities. Our AR platform and SDK are one of the most advanced technologically and patented in the global augmented reality industry today."

"The Company maintains a strong cash position to maintain existing operations thru 2022", continued Mr. Silverstieen.

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform that enables businesses of any size to create and implement their own instant 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 realtime 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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