

ImagineAR (OTCQB:IPNFF) Client Real Sociedad Launches Integrated ImagineAR SDK in new Realzale Mobile APP

Copa del Rey Virtual Trophy Tour Kicks-off the La Liga team Real Sociedad AR Campaigns Today

VANCOUVER, BC and ERIE, Pa, Oct. 28, 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, is pleased to announce Real Sociedad has integrated the newest ImagineAR Augmented Reality SDK Platform into their mobile app to deliver global immersive fan activation and engagements with 'Reala AR'.



Real Sociedad Virtual Copa Del Rey Championship Trophy Launch Using ImagineAR (CNW Group/ImagineAR Inc.)

In this first AR campaign launch today, the Real Sociedad mobile app will have 2 integrated augmented reality experiences and this coming Sunday another one is expected to launch. The team's plan is to add new immersive fan engagement AR experiences every two weeks. The Realzale App has exceeded 46,000 downloads since 2019 with over 22, 000 active users last month.

Alen Paul Silverrstieen, CEO of ImagineAR, "We have been anticipating our first LaLiga team AR launch since we have entered into an agreement with the team earlier this year. It is exciting to see the Copa del Reya Champions leverage the fully integrated ImagineAR SDK to deliver unique experiential opportunities to fans around the world including today's champion trophy. We look forward to Real Sociedad fans around the world sharing their AR experiences in social media."

Real Sociedad Announcements today:

Web/APP: <https://www.realsociedad.eus/es/noticias/detalle/la-copa-se-va-contigo>

Twitter: <https://twitter.com/RealSociedad/status/1453655786534678529?s=20>

Instagram: https://www.instagram.com/p/CVkJzIij3AI/?utm_source=ig_web_copy_link

Stories: <https://www.instagram.com/stories/realsociedad/2694365785346677034/>

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

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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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