

ImagineAR (OTCQB: IPNFF) LaLiga Client Club Valencia CF Launches First Augmented Reality Christmas Mascot Experience

Valencia CF Integrated the ImagineAR SDK Platform into their Mobile App

VANCOUVER, BC, Dec. 17, 2021 /CNW/ - [ImagineAR](#) (CSE: IP) (OTCQB: IPNFF) an Augmented Reality Metaverse Company that enables sports teams, brands and businesses to instantly create their own mobile phone immersive AR campaigns, announces LaLiga client ValenciaCF launched its first AR experience fully integrated with their mobile app this holiday season.

Sourced from [ValenciaCF.com](#)

Valencia CF have launched this year's Christmas Jumper in VCF Official Stores, enabling fans to support their team with a festive garment. In a new development, the jumper can also be checked out through Augmented Reality.

Through the official VCF APP, access the Augmented Reality section and see how the Christmas Jumper VCF suits our mascot.

1. Download the official Valencia CF app. If you already have it installed, update it.

iOS: bit.ly/APP-VCF-iOS

Android: bit.ly/APP-VCF-Android

2. At the top of the screen you will find the [AR] logo. Click on it and grant the app permission to access your camera and location.

3. Focus on the Valencia CF shield in 'Visual Marker AR' mode and our mascot will appear. This may take a few seconds.

4. Take a screenshot in which the mascot appears with the Christmas Jumper and share it with your friends.

The commitment to Augmented Reality is the continuation of a project that Valencia CF initiated through a deal with [Imagine AR](#), a US company that forms part of the [VCF Innovation Hub](#). This agreement made Valencia CF the first LaLiga club to incorporate Augmented Reality into interactions with fans and sponsorship activation.

The club is reinforces its commitment to the latest technological developments and their possible applications in the entertainment and fan engagement sector. The implementation of Augmented Reality increases possibilities of generating content and offers new experiences to Valencianistas.

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. For more information or to explore working with ImagineAR, please email info@imaginear.com, or visit www.imagineAR.com.

2021 STA Category Award Winner for Fan Engagement.

ImagineAR has executed agreements directly with all talent appearing on FameDays.com and they would directly receive financial compensation for their hologram e-greeting sales.

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ON BEHALF OF THE BOARD

Alen Paul Silverstieen

President & CEO

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