

ImagineAR (OTCQB: IPNFF) Announces the Automotive Industries Metaverse Mobile App Will Be Live Globally in the App Stores March 2022

Automotive Industries is the Fastest Executed Partner Contract in History for the Hype Sports Innovation Lab

VANCOUVER, BC, Feb. 22, 2022 /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, is launching the custom immersive Metaverse white-label mobile app for [Automotive Industries](#) early March 2022. ImagineAR and Automotive Industries have executed a three-year revenue sharing contract for this custom global mobile app.

Automotive Industries print audience plus Ai's online readership are the who's who of automotive decision-making, including major carmakers, system suppliers, 1st tier and major 2nd tier award winning supplier companies.

[Automotive Industries](#) (Ai) Publisher, John Larkin said "The automotive industry is often considered to be one of the most global of all industries with already 1 billion+ cars on the planet. The car makers are first to adopt new technology to benefit their consumers, their communication strategy & their marketing partnerships. We believe the metaverse and mobile app AR from Alen Paul Silverstieen's team at ImagineAR are bringing the automotive industry and the world consumers of automobiles, one of the best media communication assets since the introduction of the mobile phone."

Alen Paul Silverstieen, CEO & President of ImagineAR, stated "This is our first global publishing partnership and solely focused on the business-to-business marketplace. This new custom mobile app leverages our new AR cloud 2.0 architecture and supports integrated GDPR compliance. We are excited to work closely with John Larkin and his team to ensure a successful partnership for years."

About Automotive Industries

Automotive Industries (Ai) is the world's oldest continually published trade publication covering the automaking business. It was founded in November 1895 as "The Horseless Age," the first magazine created to cover the world's transition from horse-drawn conveyances to those powered by the new internal combustion engine. The magazine changed its name to "The Automobile" in July 1909, an era when gasoline, steam and electricity all vied for preeminence in motive power.

The magazine's present name was established in November 1917. The title was briefly amended to "Automotive and Aviation Industries" during the World War II years, as the magazine expanded its coverage of technologies and production methods to include the aircraft industry, in which many automakers participated.

Automotive Industries is devoted to providing a global coverage on all aspects of the automobile marketplace, with an emphasis on the people, products and processes that shape the industry. Automotive Industries provides manufacturers and suppliers with in-depth news, information, insight and analysis on the global events that affect the auto industry.

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.

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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