

ImagineAR (OTCQB: IPNFF) Signs SDK License with ArcTouch to Deliver Major CPG Client AR Campaign in Summer 2022

VANCOUVER, BC and ERIE, Pa., April 7, 2022 /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 experiential mobile campaigns, has announced an ImagineAR SDK licensing agreement with [ArcTouch](#) to integrate the AR Platform into an immersive app experience for a Fortune 500 consumer products company.

"The ImagineAR solution enables us to implement world-class AR experiences for our clients smoothly," said Adam Fingerman, Chief Experience Officer of ArcTouch. "This solution will help us create an immersive app experience that connects consumers with our client's brand in an exciting new way."

Alen Paul Silverstieen, CEO of ImagineAR, stated, "We are excited to deliver our first major consumer immersive AR activation for one of the leading consumer products companies with ArcTouch. ArcTouch works with some of the world's most recognizable brands, and to have the opportunity to work closely with them to deliver this experience further confirms the AR technology leadership of ImagineAR."

About ArcTouch

ArcTouch designs and develops lovable apps, websites and smart products to help companies forge meaningful connections with their customers. Every day, hundreds of millions of people engage with the digital experiences we help create. ArcTouch works with companies of all sizes, from the Fortune 500 to influential startups, including 3M, Hawaiian Airlines, McCormick, Lucid Motors, Quizlet, and more. Our client's apps have been featured by Apple and Google and have received numerous awards.

About ImagineAR

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) self-publishing patented 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.

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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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