

ImagineAR (OTCQB: IPNFF) Signs First NFL Team - Baltimore Ravens - to a Two-Year Agreement to Deliver Interactive Mobile Augmented Reality Fan Experiences

NFL Baltimore Ravens to Integrate the ImagineAR SDK Platform with their Official Team Mobile App Developed by YinzCam

VANCOUVER, BC and ERIE, Pa., July 25, 2022 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company"), an Augmented Reality Company that enables sports teams, businesses and enterprises to quickly create their own AR mobile campaigns, is honored to announce the signing of a two year partnership agreement with the NFL Baltimore Ravens to provide its Augmented Reality Mobile Platform for fan activation and engagement. This two-year revenue sharing agreement makes the Baltimore Ravens the first NFL team to integrate the ImagineAR Augmented Reality SDK Platform to deliver metaverse fan immersive experiences.

Kevin Rochlitz, Chief Sales Officer of the Baltimore Ravens, stated, "Our team strives to leverage advanced technology to deliver innovative and exceptional fan experiences. Integrating the ImagineAR platform with our mobile app for the next two years will create interactive fun, energy and excitement that can be shared with other fans on all social media platforms. We are absolutely thrilled to be the first NFL team to integrate the award-winning ImagineAR technology into our digital communications' mobile platform."

Alen Paul Silverstieen, CEO of ImagineAR, stated "ImagineAR is truly honored to sign our first NFL team and the Ravens have always been a visionary in delivering advanced fan engagement. YinzCam, the Ravens app developer, is the leading global sports mobile app provider and we are expecting this fall launch will be a showcase of our AR sports fan platform to the NFL and other leagues."

Silverstieen added "With respect to our Company, the Baltimore Ravens are not only our first NFL partner; they are also our first top-tier professional sports team partner in the United States and opens the door to further expansion at the highest level of sports."

About ImagineAR

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

Alen Paul Silverstieen
President & CEO

(818) 850-2490

<https://twitter.com/IPtechAR>

<https://www.facebook.com/imaginationparktechnologies>

<https://www.instagram.com/iptechar>

<https://www.linkedin.com/company/imagination-park-technologies-inc>

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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