

# ImagineAR (OTCQB: IPNFF) Announces NFL's Baltimore Ravens Launching Premier Interactive Mobile Augmented Reality Fan Experiences this Sunday, October 23, 2022

*NFL's Baltimore Ravens to Commemorate the 10-year anniversary of their Super Bowl Championship with Virtual Ring & Lombardi Trophy*

VANCOUVER, B.C and ERIE, Pa, Oct. 21, 2022 /CNW/ - [Imagine AR Inc.](#) (CSE: IP) (OTCQB: IPNFF) ("ImagineAR" or "Company"), an Augmented Reality Company that enables sports teams, businesses and enterprises to create their own AR mobile campaigns, is excited to announce the premiere of the NFL's Baltimore Ravens immersive fan experiences fully integrated into their mobile app this Sunday, October 23, 2022. Fans around the world can share in the celebration of the 10-year anniversary of the team's Super Bowl XLVII Championship with a Virtual Ravens 2012 Championship Ring, Super Bowl Trophy and exclusive highlight video.



Imagine AR Inc. (CNW Group/ImagineAR Inc.)

To engage with this immersive experience, fans download the official Baltimore Ravens Mobile app (available on iOS & Android), select "*Ravens in Reality*" from the Menu, select an experience and then point their device's camera at a Baltimore Ravens logo or the Super Bowl XLVII logo. Fans attending Sunday's home game at M&T Bank Stadium can use the same menu selection and point their camera at the Ravens Gameday program cover to launch an exclusive video commemorating the team's memorable 2012 championship season.

Kevin Rochlitz, Chief Sales Officer of the Baltimore Ravens, stated, "Fans around the world can join the team to commemorate our Super Bowl Championship win in 2012 using our mobile app to experience the 3D championship ring and the Lombardi trophy. These AR experiences will launch simultaneously with our in-stadium celebration at our home game this Sunday, October 23<sup>rd</sup>."

Dave Lang, Director of Digital Strategy & Innovation for the Baltimore Ravens, said, "We are excited to launch these immersive experiences for our fans in our stadium and around the world to commemorate a truly special moment in our team's history. We look forward to expanding our offering of interactive opportunities regularly throughout the rest of the season to continue to bring more unique digital experiences to the Ravens Flock."

Alen Paul Silverrsteien, CEO of ImagineAR, stated, "It's exciting to finally launch our first major NFL AR activation with the Ravens this weekend. We think fans will truly enjoy the virtual 3D Super Bowl ring and trophy in their homes and stadium during the official ceremonies. Looking forward to delivering immersive experiences with the Ravens in their mobile app throughout the rest of the season. We enjoyed working with Yinzcam to deliver these experiential experiences integrated within the Ravens mobile app."

## 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

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**For further information:** For more information or to explore working with ImagineAR, please email [info@imaginear.com](mailto:info@imaginear.com), or visit [www.imagineAR.com](http://www.imagineAR.com).

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