

ImagineAR (OTCQB: IPNFF) Partners with Learfield/SIDEARM Sports to Deliver Premiere Interactive Collegiate Mobile Augmented Reality Fan Experiences

SIDEARM Sports provides the industry-leading software and technology that powers websites, mobile applications, CTV, live stats, video streaming and more for over 1,500 partners

VANCOUVER, BC and ERIE, PA, Nov. 14, 2022 /CNW/ - November 14, 2022 – [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 partner with [SIDEARM Sports](#), the nation's leading digital fan engagement platform and a LEARFIELD company, to deliver immersive college football AR experiences starting in January 2023.

"We are delighted to expand our product integrations with ImagineAR as we aim to continually provide fresh and innovative experiences for college athletics fans," says Jeff Rubin, President and Founder of SIDEARM Sports. "This partnership with ImagineAR is a great step forward in enhancing the fan experience while offering a terrific sponsorship activation opportunity for corporate partners."

Alen Paul Silverstieen, CEO of ImagineAR, states, "Partnering with SIDEARM Sports, the premiere college sports technology company, is amazing and truly an honor. College sports has always been one of our target markets where AR is understood and expected to be very successful based upon the fan loyalty and demographics. SIDEARM is the leader in college sports mobile apps and ImagineAR is excited to execute our first SDK agreement with them."

About SIDEARM Sports

Operating in the LEARFIELD portfolio of companies since June 2014, SIDEARM Sports is the nation's leading digital provider for college athletics. Based in Syracuse, N.Y. and founded in 2000 by Jeff Rubin, who continues to lead the business, SIDEARM is trusted by some of the biggest brands in the industry, including the majority of NCAA programs and Power Five athletic departments. As a leader in digital fan engagement, SIDEARM Sports provides the industry-leading software and technology that powers websites, mobile applications, CTV, live stats, video streaming and more for over 1,500 partners. Clients continue to trust SIDEARM for its support, reliability, customization and easy-to-use interface that allows them to tailor their content and digital presence directly for their fans.

About LEARFIELD

LEARFIELD a media, data, and technology services leader in intercollegiate athletics. The company unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions. LEARFIELD services include licensing and collegiate sports properties' multimedia sponsorship management; publishing, audio, digital and social media; data analytics and insights; ticketing software; and ticket sales, premium seating, and fundraising services; branding; campus-wide business and sponsorship development; and venue technology systems.

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

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