

# ImagineAR (OTCQB: IPNFF) Announces NFL's Baltimore Ravens Launching Ravens in Reality Virtual Players, including Lamar Jackson, in Mobile App

*Ravens in Reality will include interactive, augmented reality versions of Lamar Jackson, Tyus Bowser, Kyle Hamilton, and mascot Poe*

VANCOUVER, BC and ERIE, Pa., Nov. 18, 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 NFL's Baltimore Ravens' new *Ravens in Reality* will include authentic, virtual players integrated into their mobile app. Fans around the world can take videos and pictures with some of their favorite Ravens using the official team app. QB Lamar Jackson, OLB Tyus Bowser, S Kyle Hamilton, and Ravens mascot Poe will be available at launch, with new players added before each week's game.



Baltimore Ravens Quarterback Lamar Jackson Virtual AR Image with fan - coming soon in the Official Ravens mobile app. (CNW Group/ImagineAR Inc.)

To engage with this immersive AR experience, fans will download the official Baltimore Ravens Mobile app (available for iOS & Android), choose "*Ravens in Reality*" from the Menu, select a player, and then point their device's camera at the floor or flat surface to place the life-size virtual player. Users can take an unlimited number of videos and photos that can be instantly shared on social media.

Dave Lang, Director of Digital Strategy & Innovation for the Baltimore Ravens, said, "After launching *Ravens in Reality* last month – giving our fans the ability to scan images and bring AR objects to life – we're excited to expand this platform with new features. This latest update allows the #RavensFlock around the world to enjoy and share new high-quality, immersive AR experiences in our mobile app. We look forward to offering new *Ravens in Reality* virtual players and objects every week through the rest of the season."

Alen Paul Silverrstieen, CEO of ImagineAR, stated, "It's exciting to finally launch AR versions of Ravens players, including superstar quarterback Lamar Jackson. The quality is exceptional, and I think fans will have fun sharing videos and pictures with their favorite players on social media. This will be a fan engagement game changer and certainly will receive a lot of attention from other sports teams and leagues around the world."

## 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. 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).

2021 STA Category Award Winner for Fan Engagement.

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ON BEHALF OF THE BOARD

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