

# College Football Playoff to Deliver Mobile Augmented Reality Experience for Fans Via Technology from ImagineAR, SIDEARM Sports

*Fans Can Capture Videos and Photos with the Virtual College Football Playoff National Championship Trophy using the Official College Football Playoff Mobile App*

IRVING, Texas and VANCOUVER, BC, Dec. 14, 2022 /CNW/ - College football fans around the world can share in the celebration of the 2023 College Football Playoff (CFP) National Championship by taking photos and videos with the virtual CFP National Championship Trophy that can be instantly shared exclusively during national championship weekend via the official [CFBPlayoff mobile app](#).

This new mobile augmented reality (AR) innovation is made possible by ImagineAR and SIDEARM Sports on behalf of the College Football Playoff. [ImagineAR Inc.](#) (CSE: IP) (OTCQB: IPNFF) is an AR company that works across sports teams, businesses and enterprises to create their own AR mobile campaigns. SIDEARM Sports, the official athletic website and mobile app provider of the CFP, is the nation's leading digital fan engagement platform and a LEARFIELD company.

The Playoff Semifinals will kick off Saturday, December 31, 2022 with the Vrbo Fiesta Bowl between #2 Michigan and #3 TCU and the Chick-fil-A Peach Bowl between #1 Georgia #4 Ohio State. The CFP National Championship will take place Monday, January 9, 2023 at SoFi Stadium in Inglewood, California, featuring the champions of both Playoff Semifinals.

"We are honored to work with the College Football Playoff and ImagineAR to launch this immersive engagement opportunity for fans around the world," said Jeff Rubin, President of SIDEARM Sports. "The CFP is the culminating moment of the college football season, and we're excited to commemorate this special time with such a unique and interactive opportunity."

"Partnering with SIDEARM Sports, the premier college sports technology company, and the College Football Playoff is amazing and truly an honor," said ImagineAR CEO Alen Paul Silverstieen. "We look forward to ensuring college fans enjoy this premier virtual trophy experience and share on all social media platforms. We look forward to building on our virtual trophy celebration product that we have rolled out for multiple clients and fanbases around the globe."

## 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.

## 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.

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ON BEHALF OF THE BOARD

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