



NEWS RELEASE

NexTech Signs JV with Toronto Design & Communication Firm Fish out of Water Design

September 11th, 2018, Toronto, Ontario – NexTech AR Solutions Corp. (“NexTech” or the “Company”) is pleased to announce that it has signed a joint venture agreement (the “JV Agreement”) with Fish out of Water Design Inc. (“Fish out of Water”), a fully integrated design and communication firm. Pursuant to the JV Agreement, the NexTech agreed to bring its augmented reality, holographic teleportation and AI technology stack to the joint venture, while Fish out of Water will contribute its many years of industry expertise in brand building as well as access to its stable of traditional clients and emerging list of clients in the cannabis industry.

Fish out of Water has been helping large traditional retail brands in Canada successfully express themselves in retail markets and create brand loyalty for over a decade. Working with blue chip clients like Sobeys, Fuji, Rexall, Safeway and many others has perfectly positioned Fish out of Water to help cannabis brands navigate and compete as they enter the retail marketplace.

“Our focus is on developing fully integrated communications solutions that engage audiences at every touch-point. Every project starts with an idea derived from key target market insights. Then, that idea is executed across multiple platforms and channels, each one contributing to the overall brand story.” Comments Rebecca Hamilton CEO of Fish out of Water. “With NexTech’s augmented reality platform, holographic teleportation capabilities and it’s AI we now have access to the bleeding edge of technology to bring to our clients who know that this technology is the future of branding and marketing and are all asking for it”.

“We are excited to partner with the Fish out of Water team as they have a deep level of retail marketing and brand experience which is exactly what is needed in the cannabis marketplace” comments Reuben Tozman, a director of NexTech. “Augmented reality technology is uniquely suited to the the cannabis industry as many consumers are looking for more education as well as innovation from brands. NexTech’s technology stack allows brands to tell their story in a fully 3D and immersive way which they simply could not before”.

With the launch of the NexTech’s ARitize™ app, brands can create lasting and memorable shopping experiences both online and instore by turning 2D product into 3D fully immersive experiences. The ARitize™ app is available for cannabis brands and others to white label and create AR marketing campaigns, a first for the Cannabis industry.

[Download the ARitize™ app here:](#)

<https://apple.co/2AKybaw>

About NexTech

NexTech is bringing augmented reality and holographic teleportation to the cannabis market and other fast-growing markets by turning 2D products into exciting 3D consumer experiences. NexTech is currently developing a proprietary and disruptive Augmented Reality (AR) advertising and education platform that uniquely engages by connecting brands and retailers through a fully immersive 3D AR experience called Native AR. NexTech launched ARitize™ app in August 2018, which is capable of dynamically hosting many brands 3D objects and augmented reality experiences. NexTech also owns a large and diverse revenue generating App Portfolio that is deployed on the iTunes and Google plays store which it intends to ARitize™.

About Fish out of Water Design

Fish out of Water Design Inc. is an award-winning retail-focused branding firm. We believe we live in a culture of too many brands delivering too many similar experiences all claiming to be distinct. In this battle for consumer attention, a brand's narrative has too often become lost to consumers, leading to confusion and frustration. Fish specializes in connecting with customers and winning their loyalty through brand coherence – a fluid narrative expressed at every touch point of the customer's brand journey.

On behalf of the Board of NexTech AR Solutions Corp.

“Evan Gappelberg”
CEO and Director

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