



## **NexTech AR Expands Salesforce to Meet Growing Demand for its InfernoAR Video Conference Platform**

### **Company is Scaling Sales Force to Meet the Demand for its Video Conferencing AR Services**

Santa Clara, CA Toronto, ON –July 16, 2020 – NexTech AR Solutions (NexTech) (OTCQB: NEXCF) (CSE: NTAR) (FSE: N29), an emerging leader in augmented reality for eCommerce, AR learning applications, and AR-enhanced video conferencing and virtual events is pleased to announce it has hired three new Sr. VP of Sales team members to meet the fast growing demand for its video conferencing, virtual event and AR services. The addition of these three team members now brings its global sales team to a total of nine. With the hiring of these three new sales team members, NexTech is expanding its growing talent base to meet the extreme demand in the market, which is critical to the company's growth plans.

**Andrew Crow** who was previously PopResearch - President's Club Sales Award Winner 2017, 2018, 2019 and top producing sales rep comments, “I decided to join NexTech because of fantastic, accomplished and bright leadership alongside what some can argue to be unequivocally the top products and product roadmap in the AR space. Not only did I see the opportunity to join a tremendous company with a great culture, I also see great potential for extraordinary growth in an emerging market that appears to be undervalued and still widely unknown in the marketplace.”

**Mike Curridor** who was previously Director, Enterprise Sales at Leonardo comments, “I am beyond excited to be joining the NexTech team. I am extremely grateful to be joining a company that is on the forefront of boundary pushing technology in augmented reality, and ideally situated for continued exponential growth.”



**James Barnett**, Executive Director of Ryerson University hired as consultant for Edtech and Telemedicine sales at NexTech comments, “I am very excited to be joining NexTech AR. The company has evolved at the right place and the right time. I look forward to the opportunity to further develop and implement cutting edge technologies in both Telemedicine and Augmented Learning in NexTech.”

Evan Gappelberg, CEO of NexTech comments, “I’m gratified to be able to attract top flight talent and to see our sales force grow at this rapid pace as we are experiencing a rapid increase in demand for our services globally. We now have two salespeople in Europe and seven in North America with the expectation that we will be hiring additional sales reps to meet the rapidly growing demand for our platforms.” He continues, “ I believe that with our InfernoAR platform, NexTech has the opportunity to take the lead market position in video conferencing and virtual events by integrating two very exciting and in demand technologies, video and AR, into one secure and scalable platform.”

### **About InfernoAR**

*InfernoAR*, supports clients that require integration with enterprise systems, custom workflow, cognitive search and discovery, interactive features and secure multi-CDN streaming in front of and behind the firewall. The platform services Fortune 500 businesses like Johnson and Johnson, Viacom, Polycom and others. It’s super secure with token authentication allowing the CDNs to reject serving videos to unauthorized users, by taking the JWT authentication to the edge security is pushed closer to the user and load is taken off the core application. InfernoAR has been providing top products and service in the video streaming space for 10+ years.

### **Recent Company Highlights in 2020:**

- **July 13, 2020** The company is launching a new video conferencing software into its InfernoAR platform (September 2020). The new video conferencing features will integrate collaborative classroom learning, one to one networking and traditional video conferencing directly into the platform



letting users seamlessly launch and manage both collaborative experiences and large audience events directly from InfernoAR.

- **July 8, 2020** The company is pleased to announce that it has filed to uplist its stock to the Nasdaq Capital Market.
- **July 2, 2020:** Hired Arnaud Amet as Director of Sales for Europe. Mr. Amet situated in Paris, France comes from regional and global sales and marketing roles in Microsoft (MSFT) where he worked for over a decade ending in 2015. He also has significant experience with his own startup in sales and marketing of AR/VR to large brands partnering with Facebook (FB), Huawei and Microsoft.
- **June 29, 2020:** signed a contract to supply its InfernoAR video conferencing and virtual events platform to the Dallas Independent School District (Dallas ISD).
- **June 19, 2020:** NexTech closed a private placement of 1,528,036 units priced at the market price of \$2.10 per unit (the “Units”) for gross proceeds of \$3,208,875 (the “Offering”). This financing provides the company with a healthy cash and inventory position of over \$7.5million - its highest ever.
- **June 18, 2020:** Company announces that it has signed a partner supplier agreement with BDA, LLC. BDA Sports will be using the InfernoAR virtual event platform for their signature annual Think Tank 2020 program for teams in NHL, NBA, MLB, and NFL.
- **June 10, 2020:** Company signed a partner agreement and contract to provide its InfernoAR Virtual Events platform services to Skybridge World Dubai clients. Skybridge is a leading events, exhibition and marketing solutions provider to global corporations whose clients include: Emirates Glass, IBM, Lilly, Henkel, Amgen and many others. NexTech and Skybridge have already solidified their partnership and signed up their first customer, Boehringer Ingelheim.
- **June 4, 2020** The company launched its new ARitize360 app now live and available for a FREE download on both iOS and Android. The app's 3D scan



technology will add to the revenue-generating power of its AR eCommerce solution and its recently launched 3D/AR advertising platform.

- **June 3, 2020:** The company achieved record revenue and gross profit for the month of May 2020. Both revenue and gross profit showed dramatic increases in May. Notably, compared to May 2019, the company's revenue increased 169% to \$1,300,000 while gross profit grew 290% to \$800,000 representing the highest revenue and gross profit ever achieved in a single month.
- **June 1, 2020 :** CEO Evan Gappelberg purchased 100,000 shares. It was reported that on 5/5/2020 he purchased 929,885 common shares of NexTech common stock, this is his fourth buy for the year 2020.
- **May 25, 2020:** Signed a contract to supply its Augmented Reality Solutions to a \$30 billion market capital, publicly-traded global technology company.
- **May 22, 2020:** The company announced very positive results for its recently launched 3D/AR Ad Network which went live on [February 4th 2020](#). Using the company's 3D/AR ads resulted in a 300% increase in sales conversions, a 32% increase in click-through-rate (CTR) and a 23% lower cost per click than traditional 2D ads.
- **May 21, 2020:** InfernoAR Virtual Events platform chosen to supply a \$13 billion capital, publicly-traded global insurance company, for their global leadership two day summit starting June 6th.
- **May 19, 2020:** Inferno AR integration with Cvent Solutions optimizing the entire InfernoAR event management value chain. Integration with CVENT will broaden the utility and increase the appeal of the platform by helping end-users seamlessly register and become more productive while using the platform.
- **May 14, 2020:** Q1 Revenue grows 177% to \$2.5 million, Gross Profit grows 267% to \$1.3 million, Working Capital of \$3.5 million.
- **May 12, 2020:** InfernoAR platform integration with all major video platforms including its previously announced integration with Zoom, Microsoft Teams, Skype, and new integrations with Cisco Webex,



BlueJeans, Google Hangouts, Google Meet, and GoToMeetings. These critical integrations continue to extend the capabilities of the platform, broaden the utility of the platform and help end-users become even more productive while using the platform.

### **About NexTech AR Solutions Corp.**

NexTech is one of the leaders in the rapidly growing AR industry, estimated to hit \$120 billion by 2022, according to Statista. NexTech, the first publicly traded “pure-play” AR company, began trading on the CSE on October 31st, 2018. NexTech has a two-pronged strategy for rapid growth including growth through acquisition of eCommerce businesses and growth of its omni-channel AR SaaS platform called ARitize™.

### **The company is pursuing four verticals in AR.**

**ARitize™ For eCommerce:** The company launched its technologically advanced webAR for eCommerce early in 2019 and has been rapidly signing up customers onto its SaaS platform. Customers include Walther Arms, Wright Brothers, Mr. Steak, and Budweiser. NexTech has the first ‘full funnel’ end-to-end eCommerce solution for the AR industry including its 3D product capture, 3D ads for Facebook and Google, ‘Try it On’ technology for online apparel, 3D and 360-degree product views, and ‘one click buy’.

**ARitize™ 3D/AR Advertising Platform:** launched in Q1 2020 the ad platform will be the industry's first end-to-end solution whereby the company will leverage its 3D asset creation into 3D, 360, AR ads. In 2019, according to IDC, global advertising spend will be about \$725 billion.

**InfernoAR:** the world's most advanced Augmented Reality and Video Learning Experience Platform for Events, is a SaaS video platform that integrates Interactive Video, Artificial Intelligence and Augmented Reality in one secure platform to allow enterprises the ability to create the world’s most engaging virtual event management and learning experiences. Automated closed captions and translations to over 64 languages put InfernoAR in a class by itself.



**ARitize™ Hollywood Studios**: expected to launch in 2020, the studio has created a proprietary entertainment venue for which it is producing immersive content using 360 video, and augmented reality as the primary display platform.

To learn more, please follow us on [Twitter](#), [YouTube](#), [Instagram](#), [LinkedIn](#), and [Facebook](#), or visit our website: <https://www.nextechar.com>.

**On behalf of the Board of NexTech AR Solutions Corp.**

“Evan Gappelberg”

CEO and Director

For further information, please contact:

Evan Gappelberg

Chief Executive Officer

[info@nextechar.com](mailto:info@nextechar.com)

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