



## **NexTech's InfernoAR Chosen by Technology Association of Georgia (TAG) Digital Health**

### *Virtual Events and Augmented Reality Business Accelerating*

Vancouver B.C. –September 3rd, 2020 – [NexTech AR Solutions](#) (NexTech) (OTCQB: NEXCF) (CSE: NTAR) (FSE: N29), an emerging leader in augmented reality for eCommerce, AR learning applications, AR-enhanced video conferencing and virtual events is pleased to announce that [TAG Digital Health](#) a member TAG has chosen InfernoAR for its November 1st event at a cost of \$50,000 for the initial event. There will be sponsorship opportunities with Virtual Booths and AR. TAG hosts more than 150 events each year and serves as an umbrella organization for 24 professional societies. TAG provides networking and educational programs; celebrates Georgia's technology leaders and companies, and advocates for legislative action that enhances the state's economic climate for technology.

CEO of Truitt Health and Vice Chair - TAG Digital Health Board of Directors W. Bryan Fowler comments "The TAG Digital Health board decided to partner with InfernoAR, after a rigorous selection process, for our first ever virtual event. We are thrilled with the platform and the guidance offered so far by the Inferno team and their NovoLogic delivery partners. We expect an engaging event that allows us to share our tremendous digital health summit content with an unlimited audience."

Evan Gappelberg, CEO of NexTech comments, "We are thrilled to be working with such an esteemed organization as TAG and are looking forward to expanding on this first event. With TAG putting on 150 events annually, the opportunity for expansion is sizable." He continues, "COVID-19 has created a huge challenge for associations such as TAG and our InfernoAR platform is being chosen more and more to meet this challenge. As we believe we are best in class we are continuing to see an unstoppable demand for our InfernoAR platform across a wide variety of



business and expect that to continue for the foreseeable future”. He continues “In 2020 we are continuing to put the important building blocks in place, people and the technology, which will allow us to rapidly scale our business to record levels in 2021 and beyond. With the current deal flow and client wins we are witnessing I have never been more optimistic about Nextechs prospects since the founding of the company in 2018”.

### About TAG Digital Health:

TAG Digital Health focuses on Georgia’s rapidly expanding healthcare field. Healthcare IT and management professionals, physicians, allied health professionals and hospital administrative personnel are all members of the Society. We focus on the rapid advances in healthcare technology that are having an enormous impact on the field. Emerging biotech firms, new drugs and treatments, regulatory pressures, funding for promising start-ups and the management of a sea of healthcare information are all covered by the Society’s programs. The TAG Digital Health’s mission is to be a catalyst for furthering Georgia as a leader in healthcare technology through opportunities in education, networking and collaboration by working with society members, community leaders and industry stakeholders to create an environment that will facilitate the realization of this mission.

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

**August 27, 2020:** Carnegie Mellon University has chosen NexTech’s InfernoAR platform for a virtual series beginning September 2020.

### **August 25, 2020 Q2 2020 highlights:**

- Revenue grows 290% to \$3.5 million
- Gross Profit grows 484% to \$2.1 million with a 61% margin
- Working Capital of \$5.6 million
- Total Bookings \$3.7 million

**August 11, 2020:** Company announced that it has begun a major expansion of its AR ecommerce business. In the past 60 days the company has signed new



distributor deals with major brands such as; Dyson, Philips Norelco, MR. Coffee, VitaMix, MetroVac, Breviel, and Cusinart. These new distribution deals position the company to take full advantage of the new SFH (shop from home) paradigm shift in e-commerce as well as leverage its full augmented reality technology stack into these brands, which includes its WebAR, ARitize360 app and its 3D/AR advertising network. The company expects these new products to have a significant impact on future revenues.

**July 30, 2020:** Ryerson University, a globally recognized leader in Higher Education with over 46,000 students have partnered to launch RALE, the Ryerson Augmented Learning Experience platform, based on NexTech's InfernoAR. The technology license agreement has an initial value of \$250,000 with the potential for more revenue tied to additional AR services.

**July 17, 2020:** The company launched a new immersive video conferencing software called ScreenAR.

**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 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 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 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 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**

NexTech is one of the leaders in the rapidly growing [Augmented Reality market estimated to grow from USD \\$10.7B in 2019 and projected to reach USD \\$72.7B](#)



by 2024 according to Markets & Markets Research; it is expected to grow at a CAGR of 46.6% from 2019 to 2024.

**The company is pursuing four verticals:**

**InfernoAR:** An 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. According to Grandview Research the global virtual events market in 2020 is \$90B and expected to reach more than \$400B by 2027, growing at a 23% CAGR. With NexTech's InfernoAR platform having augmented reality, AI, end-to-end encryption and built in language translation for 64 languages, the company is well positioned to rapidly take market share as the growth accelerates globally.

**ARitize™ For eCommerce:** The company launched its SaaS platform for webAR in eCommerce early in 2019. NexTech has a 'full funnel' end-to-end eCommerce solution for the AR industry including its Aritize360 app for 3D product capture, 3D/AR ads, its Aritize white label app it's '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/AR ads. In 2019, according to IDC, global advertising spend will be about \$725 billion.

**ARitize™ Hollywood Studios:** The studio is in development 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



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