



## **Microsoft Invites Nextech AR to Showcase its Innovative, Cutting Edge Virtual Education Solutions at Its Global Education Partner Summit**

- *Nextech invited to present at the Microsoft 2021 Global Education Partner (GEPS) Summit an Invite Only Event*
- *The Company has demonstrated success and leadership in the education space as an Independent Software Vendor (ISV) partner of Microsoft.*
- *Valued at 76.4 billion in 2019, the global EdTech market is expected to grow at a compound annual growth rate (CAGR) of 18.1% from 2020 to 2027.*
- Nextech announced on [January 20th](#) that it integrated Azure, Microsoft's cloud and edge computing platform which is the gold standard
- Cloud-based data will enable Nextech AR to host hyper-scalable, secure events and support immersive 3D and AR experiences across all its technologies.

Vancouver B.C., Canada –February 2, 2021 – Nextech AR Solutions (Nextech) (OTCQB: NEXCF) (NEO: NTAR.NE) (CSE: NTAR) (FSE: N29), a leading provider of augmented reality (AR) virtual experience technologies (VXT) 3D ads, eCommerce, education technology and virtual conferences, today announced that it has been invited to [Microsoft's](#) (MSFT: NASDAQ) Global Education Partner Summit (GEPS), taking place virtually on February 8-10, 2021.

Registration for the 2021 GEPS can be found [here](#).

GEPS, an invitation only event for Microsoft Education Partners, provides an opportunity to strengthen partnerships, build connections and to learn more about Microsoft's investments in education technology. Nextech has been invited to showcase its successes and capabilities in the education industry to Microsoft Education stakeholders and partners.



Nextech's presence will feature videos, whitepapers and other virtual handouts showcasing the Company's success in the education space and providing an opportunity to network with some of the biggest leaders in the industry. Attendees and partners will also be able to meet the team responsible for delivering Nextech's Ryerson Augmented Learning Experience (RALE), currently in use at Toronto's Ryerson University, and view live demos of Nextech's education solutions.

Through Nextech's partnership with Ryerson University, the RALE program is providing collaborative AR learning experiences to over 5,000 first-year chemistry, biology, and physics students. Nextech and Ryerson are seeking to revolutionize remote STEM learning through dynamic education experiences that feature 3D, AR objects, live demonstrations, and downloadable course content, all available in one end-to-end digital platform.

Vivian Chan, Chief Channel Officer of Nextech AR comments, "We're excited to be partnering with a global technology leader like Microsoft to showcase how our leading-edge technology, which allows educators to truly take virtual education to the next level. During this event, our Nextech team will elaborate on its successes in delivering educational solutions and identify new business opportunities through breakout sessions."

Evan Gappelberg, CEO of Nextech AR comments, "We are truly gratified that Microsoft extended us this invite and see this as a big opportunity for Nextech to work with Microsoft executives who really have the ability to affect industry wide change using our augmented reality in education." He continues, "We have already built and delivered a robust AR platform solution for Ryerson University which, with the reach of a global partner like Microsoft we can duplicate globally. The market timing is perfect for our augmented reality solutions. In 2021 we have a unique opportunity to introduce students all over the globe to learning using immersive AR technology which we have proven makes a huge positive difference in education."

Nextech's platforms have serviced many Fortune 500 businesses such as [Amazon](#) Viacom, Johnson and Johnson, [Bell Canada](#), [UNESCO](#), [Dell Technologies](#),



[Luxottica](#), [Vulcan Inc](#) , [Boehringer Ingelheim](#), [TEDx](#), [Grundfos](#), [Arch Insurance](#). Security is a core feature of the company which [reported a breakthrough in security with the help of Fastly](#), an edge computing company. Bringing token authentication to the edge greatly enhances security and performance, which is essential for winning more contracts from Fortune 500 companies.

To learn more about Nextech AR, please visit [www.Nextechar.com](http://www.Nextechar.com)

### Recent Company Highlights:

- **January 27, 2021:** The Company announced Society of Physician Leaders (CSPL) has selected Nextech AR's Platform to host this year's [Canadian Conference on Physician Leadership](#) (CCPL) taking place April 26-29, 2021.
- **January 26, 2021:** The Company announced in partnership with ARB Meetings and Events it has signed a six-figure annual contract to supply its InfernoAR video conferencing and virtual events platform to NAMD.
- **January 25, 2021:** The Company announced that [Strategic Site Selection](#) (SSS), a 15 year old site selection leader in the meeting and events industry, has selected Nextech AR as a preferred channel partner, making Nextech's industry leading virtual experience platform and services available to [SSS clients](#).
- **January 20, 2021:** The Company announced that **Microsoft's Azure Cloud Services** platform will be a standard offering across its virtual experience platforms and consumer apps enabling hyper-scalable, secure, and immersive events and applications for users.
- **January 15, 2021:** Company has signed a renewal agreement with [Poly](#) with an initial value of **\$470,000 for a six-month term** and the potential for additional revenue after the six months.
- **Record Q4 2020 Total Bookings of \$7.3 million +275% growth over the same period last year**
- **CEO Evan Gappelberg purchased 250,000 shares. This purchase brings his 2020 purchased shares to 1,279,885 common shares of Nextech.**
- Announced the **launch of its ground-breaking "Genie in a Bottle" human hologram AR marketing platform** and new eCommerce store for its TruLyfe brand of human supplements.



- Company **graduated from the CSE and received approval to list its common shares with the NEO Exchange** (“NEO”) senior exchange.
- Announced that it is **expanding its services into the Asia-Pacific market after establishing a presence in Singapore**. To support this expansion, Nextech has hired Yau Boon Lim, a technology industry veteran with over 25 years’ experience in strategy, planning, marketing, operations, and business management for various industries in the Asia Pacific market. Lim has held leadership positions within global enterprise technology companies, driving marketing and strategies for blue chip global tech companies, including IBM where he led marketing management, Motorola where he was Head of Strategy and Planning, and SAP where he was Vice President of Marketing for the Asia Pacific market. Lim is based out of Singapore.
- **Coex chooses Nextech** as its hybrid virtual event platform partner. Coex is a global leader in Meetings, Incentives, Conferences & Events (MICE); it hosts over 200 exhibitions and 3,000 meetings & events in-house each year in Korea at the Coex convention and exhibition center. Coex also organizes numerous exhibitions throughout Korea and abroad, with international reach in Vietnam, Indonesia, and China.
- **Achieved a record-breaking 315% increase in Black Friday sales** year-over-year across its AR eCommerce platform. With 2020 being a year dominated by coronavirus, shoppers have shown that they will embrace the convenience and safety of online shopping more than ever.
- **The Canadian Society of Nephrology (CSN) has chosen Nextech AR’s Virtual Experience Platform (VXP)** to host its 2021 Annual General Meeting, taking place May 10-13.
- **Launched a new collaborative streaming solution with AI and AR** enhancements, that integrates with its existing Virtual Experience Platform (VXP) and its ARitize SaaS offerings.
- **Appointed Dr. David Cramb to its Board of Directors** bringing its board to five members. Having this fifth board member allows the company to meet one of the NASDAQ requirements to qualify for its uplisting, which is in progress.
- Selected by **TEDx Malmö** for its first ever virtual event, held on December 12, 2020 in Sweden.
- A virtual concert featuring **Grammy-nominated artist** and member of Migos, Offset, in collaboration with the AXR+EXP concert series. The event was hosted via Nextech’s newly acquired AiRShow app.



- **The United Nations Educational, Scientific and Cultural Organization (UNESCO) chose Nextech’s Virtual Experience Platform (VXP) for its “High-Level Futures Literacy Summit.”**
- **Restaurants Canada chose Nextech’s Virtual Experience Platform (VXP) platform to transform the 2021 RC Show, taking place February 28-March 3, 2021, into a completely virtual experience. This is Canada’s largest foodservice and hospitality event, the RC Show showcases cutting-edge products, pioneering people, and transformative ideas.**

### **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:**

**Virtual Experience Platform (VXP):** 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 VXP 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, its ‘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>.

For further information, please contact:

Evan Gappelberg  
Chief Executive Officer  
[info@Nextechar.com](mailto:info@Nextechar.com)

*The NEO has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

*Certain information contained herein may constitute “forward-looking information” under Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as, “will be”, “looking forward” or variations of such words and phrases or statements that certain actions, events, or results “will” occur. Forward-looking statements regarding the Company increasing investors awareness are based on the Company’s estimates and are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, levels of activity, performance, or achievements of Nextech to be materially different from those expressed or implied by such forward-looking statements or forward-looking information, including capital expenditures and other costs. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Nextech will not update any forward-looking statements or forward-*



*looking information that are incorporated by reference herein, except as required by applicable securities laws.*