

ImagineAR Inc.

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ImagineAR teams up with NHL affiliate Allen Americans to provide virtual game experience to hockey fans

ImagineAR Inc (CSE:IP) (OTCMKTS:IPNFF) is bringing sports fans a virtual game-day atmosphere, thanks to a new partnership with the Minnesota Wild's double A affiliate.

The augmented reality company said Wednesday that the Allen Americans of the ECHL professional hockey league have selected ImagineAR's technology for a variety of fan engagement and sponsorship programs.

Vancouver-based ImagineAR and the Allen Americans have teamed up once before to use the latter's technology to support local restaurant partners, whose operations were affected by the coronavirus pandemic.

READ: ImagineAR taps former Portland Trail Blazers CIO Chris Dill as advisor to the CEO

"The Allen Americans are excited to be expanding our ability to provide an iconic gameday atmosphere through the addition of this cutting-edge partnership with ImagineAR," Allen Americans president Mike Waddell said in a statement.

"The immersive augmented reality engagements will deliver a new dimension of fan experiences with our athletes, coaches, ice angels and of course, the coolest dog on ice, Biscuit the Bulldog. The creativity is open-ended so this ImagineAR technology will be continually evolving."

ImagineAR's vice president sports and live events Neal Bendesky called the team "leaders" in the ECHL in utilizing AR technology to support their community partners.

"We are excited to extend their current AR partner program that activated their mascot Biscuit," Bendesky added.

"Their new digital strategy will provide a more immersive experience for their fans that will create social media engagement."

ImagineAR's "AR-as-a-Service" platform enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Users can point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage with videos, information, advertisements, coupons, 3D holograms and any interactive content.

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Price: 0.2

Market Cap: \$22.92 m

1 Year Share Price Graph



December 2019 June 2020 November 20

Share Information

Code: IP

Listing: CSE

52 week High Low
0.435 0.015

Sector: Tech

Website: imaginationpark.com

Company Synopsis:

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is the developer of ImagineAR.com, an "AR-as-a-Service" platform, that enables businesses create & 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 using ImagineARTM.

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