

ImagineAR Inc.

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ImagineAR is launching its first-ever mobile WebAR retail project in North America

ImagineAR Inc (CSE:IP) (OTCQB:IPNFF) announced Wednesday it is launching the first-ever mobile WebAR retail project in North America in December.

A new product offering for the augmented reality company, the technology will allow consumers to experience augmented reality using their mobile phone cameras in a retail setting without them having to download an app.

It is the first commercial agreement to provide non-app augmented reality for a major retail campaign using 3D models, according to the Vancouver-based company.

READ: ImagineAR announces signing of reseller agreement with digital and physical sign manufacturer Sticky Media

"This is a major milestone for ImagineAR to deliver a WebAR retail experience revenue project", Alen Paul Silverstien, CEO of ImagineAR, said in a statement.

"This will be a keystone AR campaign and we expect it to create new prospects and client opportunities in today's challenging Covid-19 environment."

Middle East expansion

Also on Wednesday, the firm said it had signed a new reseller in the Middle East in the form of marketing agency WeStirltUp, headquartered in Dubai.

The group has worked with leading brands like Huawei, Dubai Sports Council and Reckitt Benkiser.

"WeStirltUp is excited to partner with ImagineAR and introduce its superlative mobile AR platform solutions to the Middle East, African and Indian marketplace," the agency's founder Divya Rajan told investors.

"Today's market demands experiential campaigns that have an improved consumer engagement and therefore resulting in higher ROI. AR definitely has its edge as one advanced innovative tech that helps brands create sticky content and deeper engagement, and we are excited to work with ImagineAR to expand their global client base in 2020."

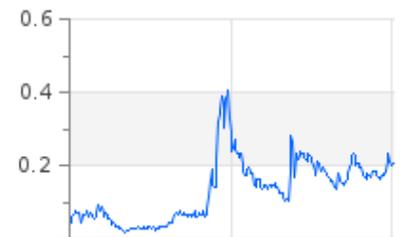
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Price: 0.205

Market Cap: \$38.07 m

1 Year Share Price Graph



January 2020 July 2020 January 2021

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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