



THE IP ADVANTAGE

Deliver branded global AR experiences for basic, corporate and enterprise utilization anywhere in the world from a mobile phone. No developers required.

Imagination Park's new patent-pending Augmented Reality (AR) technology allows the digital world to integrate into the real world within minutes on the most advanced and affordable platform in the industry.

THE DELIVERABLES

AR tool that will provide unlimited potential for sports teams, organizations and events along with corporate partners to create interactive branding, marketing and sales campaigns. New revenue source starting with an interactive gamification experience that offers a custom opt-in opening screen to track engagement data to capture real-time analytics.

- ❖ Inform, entertain and reward anyone with captivating, emotionally engaging, three-dimensional content — anywhere, anytime on their smartphone.
- ❖ Consumers enjoy a game-like experience, which they can instantly share on social media with just one click.
- ❖ Create, manage and distribute AR content with ease with no need for any technical expertise.

TEAMS & EVENTS	MUSEUMS/EXHIBITS/COLLEGES	AGENCIES/BRANDS
Concession Specials	Concession Specials	Brochures/Flyers Come to Life
Data Capture	Data Capture	Business Opportunity
Digital Signage & Jumbotron Interaction	Digital Signage Added-Value	Capture Real-Time Analytics
Fund-Raising – Donate Now Button	Exhibit & Display Interaction	Consumer Activation & Engagement
Live Real-Time Auction Bids	Fund-Raising Enhancements	Deliver Promotions & Coupons
Merchandise Specials	Hall of Famers Interaction & Interviews	Digital Solution for Today's Business
Player & Coach Interviews	Marker-Based Welcome Messages	Immersive Mobile Phone Experiences
Player Cards & Bobbleheads Come to Life	Memorabilia Comes to Life	New Digital Communications Channel
Real-Time Stat Updates & Comparisons	Recruiting Tool	On-Site Sampling Enhancements
Scavenger Hunt/Win Trophy Cards	Scavenger Hunt/Win Trophy Cards	Opt-in Screen for Data Capture
Social Media Share	Street Signage Video Messages	Self Service Platform (Future)
Ticket or RFID Card Scan to win prizes	Social Media Share	Social Media Share Option
Ticket Sales – Purchase Tickets Now	Ticket or RFID Card Scan to win prizes	Self Service Platform
Video Highlights Library	Ticket Sales – Purchase Tickets Now	Unique Programming

BUILDING THE AR COMMUNITY

“Imagination Park has developed its amazingly simple XenoHolographic augmented reality platform that is the future of sports fan engagement. I think this company can materially transform the fan experience in the sports and entertainment space,” (Jonathan Mariner, former CFO, Major League Baseball)

“Our fans will be treated to an augmented reality experience on their phones that will provide an unique game day promotion in a way never before seen. Imagination Park created an AR platform we can use to manage our AR programs ourselves and keep content up-to-date.” (Chris Presson, President, 5-Time World Champion, Arizona Rattlers)