

**DELIVER BRANDED
GLOBAL AR EXPERIENCES
NO DEVELOPERS
REQUIRED**



IMAGINATION PARK TECHNOLOGIES

Imagination Park's new patent-pending Augmented Reality (AR) technology allows you to integrate the digital world into the real world within minutes, giving your branding, marketing and sales campaigns unlimited potential.

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. You and your staff don't need any technical expertise.

The industry's most versatile AR platform, allowing the choice of engagement by marker, location and Web-based activation.

Real-time data reporting provides valuable marketing intelligence, with information securely stored on the Cloud.

White labeling solution with full branding support on our app, or we can integrate our AR technology into your app.

Competitively priced AR solution provides unrivaled value to industries, including: Retail, Sports/Live Events, Advertising/Promotions, Gaming and Fundraising.

Our technical expertise is trusted by many Fortune 500 Companies, including Nike, Microsoft, CNN, Coca-Cola, NASA and Boeing.

"This kind of social and interactive augmented reality experience is exciting for Mall of America!!"

—Sarah Townes, VP of Marketing, Mall of America

(Imagination Park client, and the largest shopping and entertainment complex in

Imagination Park uses Augmented Reality Activation to capture mobile information from users with our CDN (Content Delivery Network) and CMS (Content Management System) which is structured to be actionable data.

Industry Applications

Retail

AR provides a unique engagement for shoppers to look up product information, scan signage, and enhance their overall shopping experience. And by measuring and analyzing the customer behavior in the real world using AR, retailers can improve the in-store engagement and ultimately drive increased revenue.

As shoppers walk around stores and malls with their phones, AR can provide the platform to drive specific behaviors such as promoting your mobile app, learn about new products with digital coupons and messaging, opt-in email signup by offering sweepstakes, and drive traffic flow thru a physical location.

Sports/Live Events

Fan engagement is becoming increasingly important for sports teams and live event promoters to understand the attendee behavior and enhance the on-site experience. Using mobile phone AR activation, digital signage and promotional giveaways provide exciting new interactions which drive opt-in email signup and the opportunity to collect information about the attendees. AR can be used to increase ticket sales as well as sponsorship revenue with a new interactive gamification experience.

Advertising/Promotion

Augmented Reality advertising and promotions are immersive and engaging which generates an emotional connection with consumers. By providing a mobile interaction, consumers enjoy the brand messaging similar to a gaming experience. Ultimately, this builds brand awareness which is shared on social media and conveys an overall positive message to your target audience. Using AR to bring your logos to *life* with video messages or animated objects provides a dynamic platform to continually convey your company message and benefits effectively and easily.

Fundraising

AR provides not-for-profits a new dynamic tool to provide an experiential messaging platform for potential donors to better understand their mission and how their financial support positively impacts people. This emotional connection thru a video or animated hologram inspires people to act by donating or to lend assistance to these programs. Using the *Donate Now* feature, this call to action is immediate and increases the responsiveness of their target audience. Museums are using AR to enhance their exhibits and encourage visitors to engage digitally and share their experiences socially.