



Press release

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### NextGen Games and Imagine Room: Revolutionizing Online Sports Betting with Augmented Reality

The world of online sports betting is about to witness a groundbreaking partnership between NextGen Games and Imagine Room. By combining NextGen Games expertise in online sports betting with Imagine Room's cutting-edge augmented reality (AR) technology, these two companies are poised to revolutionize the industry. This collaboration will bring users an immersive and unparalleled betting experience that has never been seen before.

NextGen Games (which will be launching its online sports betting platform in 2024) has joined forces with Imagine Room, an innovative AR technology provider. The aim of this partnership is to create a new level of excitement and interactivity for sports enthusiasts, elevating the online betting experience to unprecedented heights. The goal is to seamlessly integrate Imagine Room's advanced AR technology into the NextGenBets platform, allowing users to engage with sports events in ways they could only dream of before. With AR, users can immerse themselves in the action, feeling as if they are right there in the stadium, court-side, or on the racetrack.

NextGen Games MD, Shawn Budd said "Imagine being able to visualize the game unfold before your eyes, with virtual players running across your living room or a 3D representation of the racecourse appearing on your coffee table. Through the use of augmented reality, NextGenBets users will experience sports events like never before. AR overlays will bring the thrill and excitement of the game directly to their screens, blurring the lines between reality and virtuality". AR technology will also enable the integration of real-time data, statistics, and odds directly into the user's augmented view. Users can effortlessly access comprehensive information about players, teams, and performance metrics, allowing them to make more informed betting decisions. This data integration will enhance the overall betting experience, making it more engaging, interactive, and data-driven.

Imagine Room Group Chair, David Whitaker said "Imagine room are very pleased to be a part of the NextGen Games initiative as their key technical and design partner. This partnership shows the way to the next step of immersive interactivity that will engage people around the world as we collectively move beyond the flat web and into a place of deeper and richer experiences. We are supremely confident in the experience and talent of the NextGen Games team to lead the way in this sector and can't wait to be a part of it." Imagine Room's AR technology will introduce interactive betting features that go beyond traditional platforms. Users can place bets on their chosen teams or athletes and witness the outcome unfold in real-time. The excitement of cheering for your selection and seeing it come to life through AR visuals will create an unparalleled level of engagement and enjoyment.

NextGen Games and Imagine Room will also focus on social interaction. Users will have the ability to connect with fellow bettors in virtual spaces, share their experiences, and engage in friendly competitions. Imagine attending a virtual sports bar where you can discuss strategies, exchange tips, and celebrate wins together, all while immersed in an augmented reality environment.

The partnership between NextGen Games and Imagine Room represents a groundbreaking leap forward in the online sports betting industry. Augmented reality will redefine how users engage with sports events, providing an immersive and interactive betting experience like never before. Through the integration of AR technology, users will have access to visually stunning and data-rich environments, enhancing their enjoyment and potential success in sports betting. Get ready to witness the future of online sports betting, where reality and augmented experiences seamlessly intertwine.

Contact information

Shawn Budd – [sb@nextgengames.co](mailto:sb@nextgengames.co) David Whitaker [david@imageroom.com](mailto:david@imageroom.com)