

AVATAR VENTURES CORP ANNOUNCES A PERCEIVED INDUSTRY FIRST IN RESPECT TO THE GARMENT PRINTING INDUSTRY.

March 24, 2016, Carson City, Nevada. Avatar Ventures Corp. (OTCPINK:ATAR) Avatar Ventures Corp. (AVATAR) is very pleased and excited to announce what it believes to be a perceived first in the printed garment industry.

After many months of testing and collaboration with AutoArts Color Solutions, Edward Minnema of AVATAR has successfully heat pressed a virtually photographic quality continuous tone image on a cotton t-shirt, which to his knowledge is an industry first. According to associates, when under magnification of 10X the image shows no “dots” or pixilation such as is seen with other processes, thus supporting the above claims. The following are definitions of continuous tone courtesy of http://dictionary.babylon-software.com/continuous_tone/

Desktop Publishing Glossary

An image in which the subject has continuous shades of color or grey without being broken up by dots. Continuous tones cannot be reproduced in that form for printing but must be screened to translate the image into dots.

Digital Camera Dictionary

An image where brightness appears consistent and uninterrupted. Each pixel in a continuous tone image file uses at least one byte each for its red, green, and blue values. This permits 256 density levels per color or more than 16 million mixture colors.

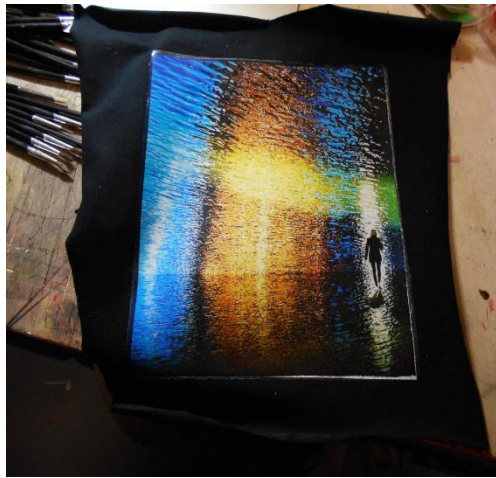
AVATAR believes this to be a very significant first providing opportunities for artists, musicians, photographers, tourism and for people who wish to have quality keepsakes.

Mr. Minnema stated that while photographers sell framed prints, they now have a viable alternative by pressing photographic quality images on t-shirts, doing numbered limited edition signed shirts, while at the same time providing advertising space for themselves or clients. Mr. Minnema further states that the possibilities are unmeasurable for the tourism, photographic, artist and souvenir industry.

Mr. Minnema has been conversing with a few photographers via social media, and had received permission to press an image from photographer Scott Smith of Chicago. After completion the finished products pressed on 100% cotton fabric were mailed to Mr. Smith for scrutiny. Mr. Smith provided the following comments, quote “I would say the transfer of the image is quite phenomenal. There is no pixilation when enlarging the image. The colors are true to the original image. I was pleased to see the quality in general. There is a cool elasticity to the product that allows movement and stretching, but retains and returns to its original form. Overall the product exceeded my expectations. What is also amazing is that the photo was a screenshot taken from my Instagram gallery.” You are welcome to follow Mr. Smith and his unique photography skills on Instagram @614scottsmith.

Mr. Minnema had also received permission from aspiring singer Hailey Reese’s assistant to press a greyscale photo on cotton fabric. The quality of the finished product, whether it be color or grey scale is consistent. Ms. Reese’s creative team was very impressed with the results. Feel free to follow Hailey on Instagram, Facebook and Twitter @itshaileyreese and on Youtube.

AVATAR has received from experts in the field acknowledgements that the images on the cotton t-shirts represent virtual photographic quality with continuous tone.



With Permission Scott Smith
@614scottsmith



With Permission Hailey Reese
@itshaileyreese

In other the news, the board of directors has approved to look into Crowd funding as a means to raise funds. Avatar intends to offer t-shirt products as a reward for donations.

ABOUT STOCKVEST

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ABOUT AVATAR

AVATAR is a company looking to enhance shareholder value through acquisitions and or a merger. AVATAR does however have an agreement with AutoArt Color Solutions of Oakville, Ontario, Canada, and over the last while has been developing and testing unique t-shirt products. AVATAR has the right to develop any product and sell worldwide. AVATAR also has the right to use, promote, distribute and sell products developed by AutoART in the Caribbean.

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