

URBANIMMERSIVE TECHNOLOGIES INC.

MATERIAL CHANGE REPORT
(FORM 51-102F3)

1. **Name and Address of Company**

Urbanimmersive Technologies Inc., formerly UI Capital Inc. (the "**Corporation**")
3899, Autoroute des Laurentides East, Suite 203
Laval, Québec
H7L 3H7

2. **Date of Material Change**

August 7, 2014.

3. **News Release**

The press release attached hereto as Schedule "A" was disseminated via Marketwired and filed on the *System for Electronic Document Analysis and Retrieval* (SEDAR) on August 7, 2014.

4. **Summary of Material Change**

On August 7, 2014, Mr. Charles Drouin was named Director of the Corporation to fill the vacancy left by the resignation of Mr. Louis Tanguay.

5. **Full Description of Material Change**

For a full description of the material change, please refer to the copy of the press release attached as Schedule "A" hereto.

6. **Reliance on subsection 7.1(2) of Regulation 51-102**

Not applicable.

7. **Omitted Information**

Not applicable.

8. **Executive Officer**

Ghislain Lemire
President and Chief Executive Officer
Telephone: (514) 394-7820

9. **Date of Report**

August 8, 2014.

SCHEDULE "A"

Press Release

Urbanimmersive Technologies Appoints a New Director

MONTREAL, QUEBEC--(Marketwired - Aug. 7, 2014) - Urbanimmersive Technologies Inc. (the "**Corporation**" or "**Urbanimmersive**") (TSX VENTURE:UI), is pleased to announce the appointment, on August 7, 2014, of a new director in the person of Mr. Charles Drouin, thus providing leading-edge expertise in the field of real estate brokerage.

Mr. Drouin is the founder and president of Prospect Software Inc. (www.prospects.com), a private company based in Montreal, specializing in the design and marketing of a web-based software suite dedicated to the real estate brokerage market, having notably developed the MLS-Touch solution.

Mr. Drouin has an impressive track record in the field of technology and business development in Canada and the United States. Through its extensive business network consisting of Canadian and U.S. real estate boards and agencies, Prospect Software Inc. currently serves more than 70,000 real estate brokers in North America and is considered a leader in this industry. Prospect Software Inc. is currently experiencing strong customer and sales growth throughout North America. Still active amongst Prospect Software Inc., Mr. Drouin has also held various business development functions within telecommunications companies before founding his company.

"Urbanimmersive's board of directors is pleased to welcome Mr. Drouin. His extensive experience in the real estate brokerage industry and knowledge of web-based software applications will be particularly valuable as Urbanimmersive is entering into the next phase of commercialization of its technology" said Ghislain Lemire, President and Chief Executive Officer of Urbanimmersive.

This appointment fills the vacancy left by the resignation of Mr. Louis Tanguay, also Chairman of the Corporate Governance, Nomination and Human Resources Committee, effective as of August 7, 2014. Management would like to thank Mr. Tanguay for his valuable involvement amongst the Board of Directors of Urbanimmersive.

About Urbanimmersive

Based in Laval, Urbanimmersive is a leading-edge digital media company that uses innovative patent pending technology for the development and commercialization of its AVU3D[®] suite of web products and services in the real estate brokerage and new home construction markets.

For more information, visit Urbanimmersive website www.urbanimmersive.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Caution on Forward-Looking Statements

This press release contains forward-looking statements that reflect the expectations of Urbanimmersive regarding upcoming events. Actual events could differ materially from those anticipated in this document.

Contact Information

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