Introduction

Virtual Try-On (Web-based) is a digital technology that allows you to share immersive try-on experiences directly through the web—no app downloads required. Users can instantly visualize and interact with products in real time using their device camera, making the experience fast, frictionless, and accessible.

Because everything runs in the browser, virtual try-on works seamlessly across major operating systems (Android, iOS, and Windows), on most mobile devices, and in all modern browsers including Chrome, Safari, Mozilla Firefox, DuckDuckGo, Opera Mini, and more.

All it takes is a single web link. Send your users to a specific URL, and they can immediately launch a virtual try-on experience in their browser. This makes it easy to bring products to life—whether it’s trying furniture in a living space, visualizing products from a printed catalog, enabling interactive demos on a product page, or even embedding a try-on experience behind a QR code on packaging or business cards.

The underlying technology enables a cross-platform, lightweight, and highly scalable way to deliver virtual try-on experiences. When users open the web link, the browser accesses the device camera (with user permission) and instantly overlays the virtual product—just like a native AR app, but without the installation barrier.

Marvin XR makes this process simple and fast. Using Marvin XR’s no-code platform, you can create, publish, and deploy high-quality virtual try-on experiences within minutes—directly on the web—so your customers can explore products anytime, anywhere.



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