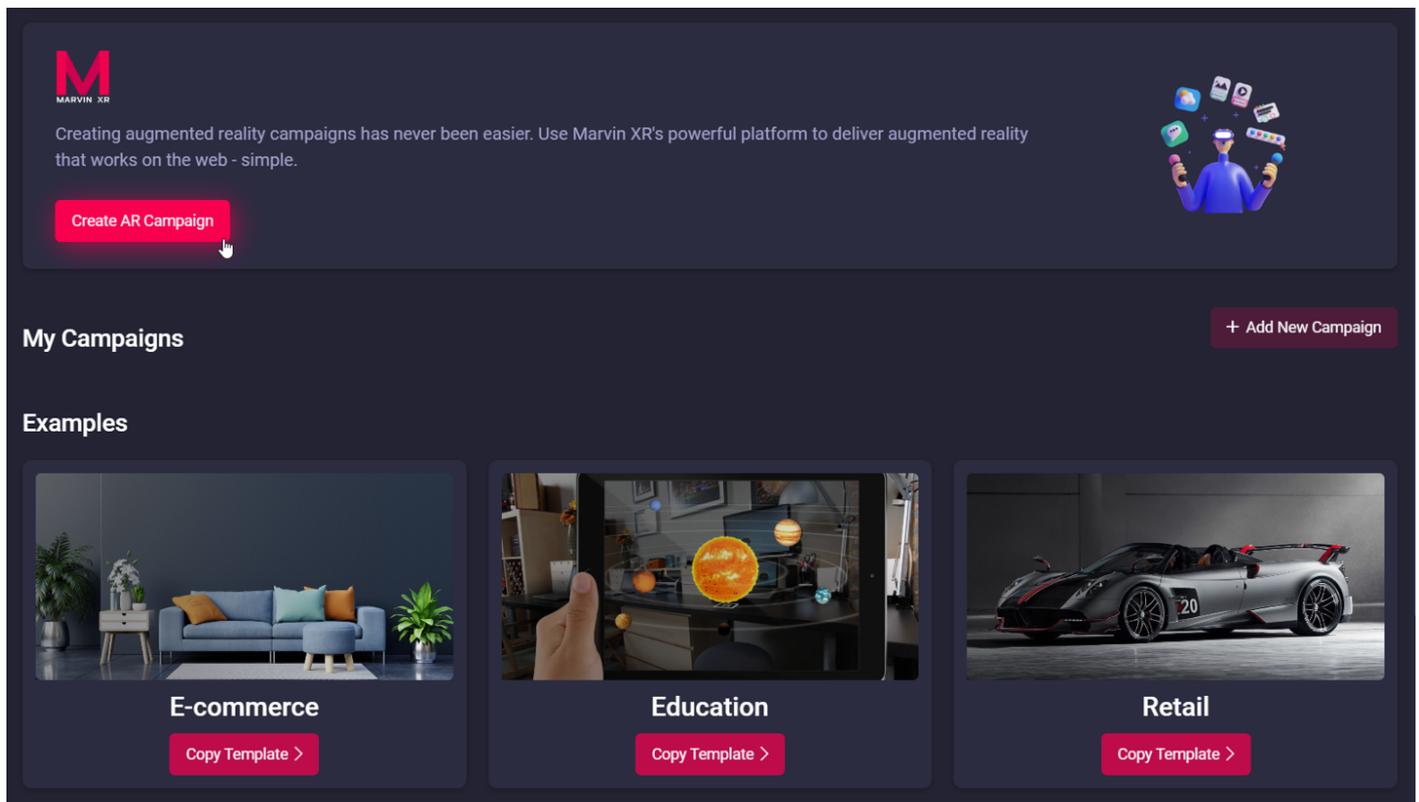


Create your first AR campaign

In Marvin's world, each WebAR experience you create, we call them as an **AR campaign**. Once you login, you will land upon the **central dashboard** which is your creative playground. Our focus is to bring speed and security for your work while you focus on creating augmented reality experience.

To achieve that, the campaign creation workflow has been built in a very simple way. Instead of navigating through many pages and layouts (which in turn slows down campaign building process), Marvin XR presents a single layout page for building AR campaigns within two minutes.

From the central dashboard, click on the **Create AR Campaign** or **Add New Campaign** button to start building your first campaign.



The screenshot shows the Marvin XR central dashboard. At the top left is the Marvin XR logo. Below it, a text block reads: "Creating augmented reality campaigns has never been easier. Use Marvin XR's powerful platform to deliver augmented reality that works on the web - simple." To the right of this text is an illustration of a person wearing a VR headset, surrounded by various AR icons. Below the text is a prominent red button labeled "Create AR Campaign".

Below this section is a "My Campaigns" section with a "+ Add New Campaign" button. Underneath is an "Examples" section featuring three campaign templates:

- E-commerce**: A living room scene with a blue sofa and a "Copy Template >" button.
- Education**: A hand holding a tablet displaying a 3D orange planet model with a "Copy Template >" button.
- Retail**: A silver sports car with a "Copy Template >" button.

Provide a name for your first AR campaign. Select any of the AR type option from the below list in order to create your campaign. Get your 3D models ready to upload for the campaigns. Marvin XR accepts mostly GLB format for 3D models because it is lightweight from a sizing perspective. For eye tracking AR only, it accepts GLTF model.

We'll describe in more details, the step by step guide for creating each specific type of AR campaign later.

Remember *NOT* to use any space, underscore or special character in your campaign name

Let's Begin - This Is The Way



Create The Magic

Create web AR app in 3 easy steps

Application Name *(No Space, Dash, Underscore Or Special Character)* *

acme

Select AR Type *

- Surface AR Image-based AR Eye Tracking AR (Beta)
- Marker-based AR Location AR (Beta)

Close

Create AR Campaign

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