

# How to create Eye Tracking AR campaign

Follow the below steps to build your first AR campaign within minutes. Go to the central dashboard (after you login, you land up here) and click on any of the buttons - **Create AR Campaign** or **Add New Campaign**.

1. Provide a name for your campaign. Please remember not to use any space, underscore or special characters within the campaign name (Read [here](#) for associated reasons).

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) \**

sunglasses

Select AR Type \*

☐ Surface AR

☐ Image-based AR

☒ Eye Tracking AR

☐ Marker-based AR

☐ Location AR

Eye Tracking AR

[How to begin - Read Here](#)

Upload 3D model (.glb)

Upload File

No file chosen

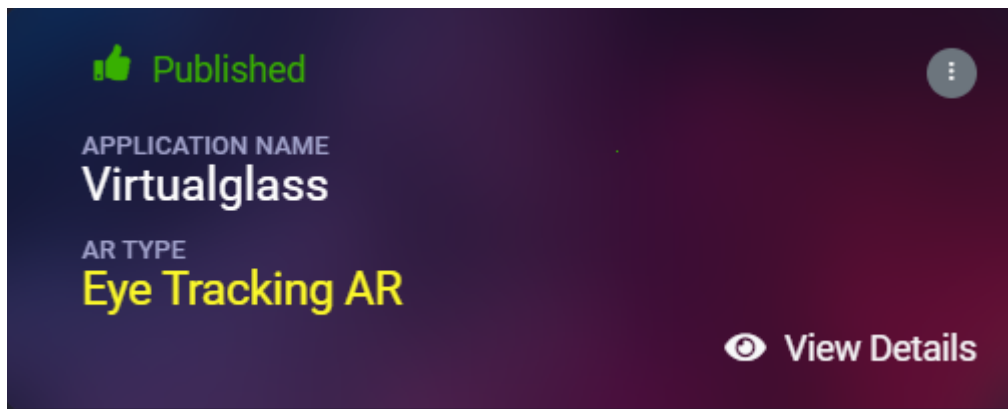
Close

Create AR Campaign

2. Upload 3D model (**GLB**) here. With eye-tracking AR, Marvin has introduced the GLB extension of 3D models for the campaign. Since GLB is quite popular and widely used across the industry, this will help the creators to

work faster.

Upload 3D GLB model and click on **Create AR Campaign** button.



3. 3D Configurator is here to help your AR journey. Click on **View Details** and go to **AR Show** menu.

Resize the virtual eyewear size, position and scaling from the configurator and test online even from campaign editor. Since eye-tracking AR can be viewed from a desktop, setting its virtual position is quite easy.

A screenshot of a configuration panel titled 'Resize 3D model for Eye-tracking'. It has a dark background. At the top left, there is an information icon followed by 'Additional Information'. Below this is a 'View Campaign' button. The panel is divided into three sections: 'Position:', 'Rotation', and '3D Scale'. Each section has three input fields for X, Y, and Z axes. The 'Position' section has values 5, 5, and 5. The 'Rotation' section has values 1, 1.02, and 1.1. The '3D Scale' section has values 0.9, 0.9, and 0.9. At the bottom left, there is a red 'Save Configuration' button.

Category	X Axis	Y Axis	Z Axis
Position:	5	5	5
Rotation	1	1.02	1.1
3D Scale	0.9	0.9	0.9

Congratulations! Now you have created your first eye-tracking AR campaign. Enjoy the experience.

4. If you have experience with HTML, to adjust the 3D eyewear scale, position and sizing, click on **View Details** of the AR campaign, go to **Web Editor** menu, **Edit** and change the below sections. Once saved, you can quickly test it online.

P.S. - All values for rotation, position and scale parameters are based on X, Y & Z axis (in the corresponding order).

**Rotation:** If the eyewear needs to rotate its position compared to eyes locations.

**Position:** Does the eyewear sit way above eyes or it needs a little lowering - positioning can fix it.

**Scale:** How big the eyewear should appear compared to the face size - fix it with scaling factor.

```
<!--Eyewear Size and Axis orientation customization -->
<a-entity id="blackglass_entity" mindar-face-target="anchorIndex: 168">
<a-gltf-model id="blackglass_gltf" rotation="0 -90 0" position="-0.012 -0.385 0" scale="0.07 0.08 0.08" src="#eyesModel"></a-
gltf-model></a-entity>

</a-scene>
</div>
</body>
</html>
```

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Revision #6

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