

# How to create Image-based 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 Campaigns** or **Add New Campaign**.

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

## Create The Magic

Create web AR app in 3 easy steps

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

businesscard

Select AR Type \*

- ☐ Surface AR ☒ Image-based AR ☐ Eye Tracking AR  
☐ Marker-based AR ☐ Location AR

### Image based AR

[How to begin - Read Here](#)

You want to create 3D based AR or Video overlay AR? \*\*

- ☒ Upload 3D Model ☐ Upload Video

Upload 3D Model (.glb) \*

If you don't have any target image or 3D model, skip uploading and click Create AR Campaign

 Upload File

model.glb

Target Image Compile Instructions:

1. Drop target images (PNG format) into the drop zone
2. Click "Start". It could take a while (especially for large image)
3. Less complex image, within 1MB size, works faster
4. Wait until the image coversion is completed.
5. Click "Download" to get a targets.mind file, needed to update campaign
6. To create the campaign, upload the image and targets.mind

Drop files here to upload

Start

Upload Target Image (PNG) \*

 Upload File

business.png

Upload AI Trained Image (targets.mind) \* [Do not change file name]

 Upload File

targets.mind

Close

Create AR Campaign

2. Drag your target image (.PNG format) to the dropbox and click on Start button to create the camera identifiable format (targets.mind). Based on the size and the complexity of the image, it can take from few seconds to couple of minutes to complete this step.


Click **Download** button to download the AI generated camera recognition trained model (**targets.mind**).

Do not change the name of the file. Keep the trained model name as **targets.mind**

### Image based AR

Target Image Compile Instructions:

1. Drop target images (**PNG format**) into the drop zone
2. Click "Start". It could take a while (especially for large image)
3. Less complex image, within 1MB size, works faster
4. **Wait** until the image conversion is completed.
5. Click "Download" to get a targets.mind file, needed to update campaign
6. To create the campaign, upload the **image** and **targets.mind**



**Download** progress: 100.00%

3. Now upload the following to the campaign:

- Target Image (**PNG**)
- AI trained model for camera recognition (**targets.mind**)
- 3D model (**GLB**)

If you don't have a 3D model, no worries - there's a default 3D model in the template (you can change it later anytime after the campaign creation).

Click on the **Create AR Campaign** button to finish the setup.

Upload Image (PNG) \*

Upload File

business\_card.png

Upload Compiled Image (targets.mind) \*[Do not change file name]

Upload File

targets.mind

*If you don't have an image or 3D model, skip uploading and create AR*

Upload 3D Model (.glb) \*

Upload File

coffeemachine.glb

Close

Create AR Campaign

4. Your AR campaign can take up to 2 minute to get created. Read [here](#) for the associated reasons

👍 Draft

⋮

APPLICATION NAME

Businesscard

AR TYPE

Image-Based AR

👁 View Details

Congratulations! Now you have created your first image-based AR campaign. Enjoy the experience.

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