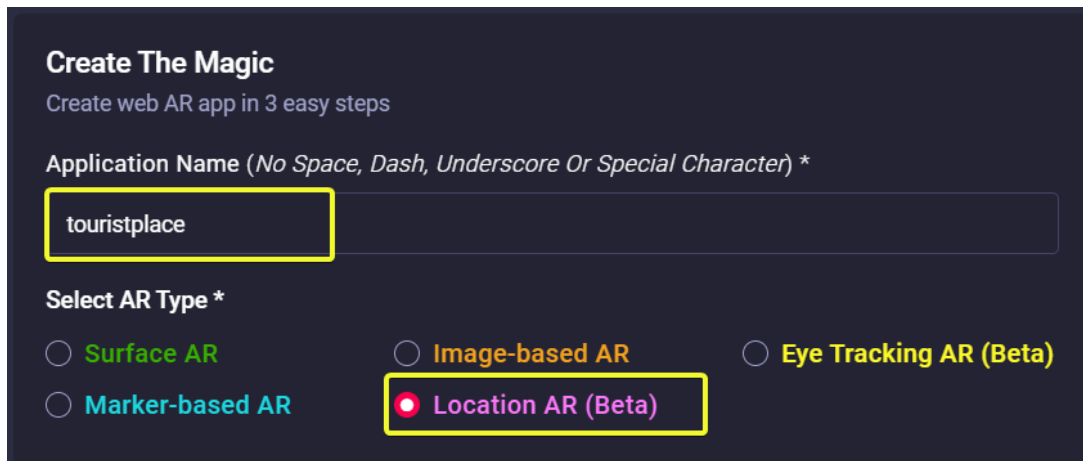


# How to create location AR campaign

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](#) the reasons).



The screenshot shows a dark-themed form titled "Create The Magic" with the subtitle "Create web AR app in 3 easy steps". The first section is "Application Name (No Space, Dash, Underscore Or Special Character) \*" with a text input field containing "touristplace". The second section is "Select AR Type \*" with four radio button options: "Surface AR" (green), "Image-based AR" (orange), "Eye Tracking AR (Beta)" (yellow), and "Location AR (Beta)" (pink). The "Location AR (Beta)" option is selected and highlighted with a yellow box.

2. You need to create a marker which will be displayed over a certain geo-coordinate when users reach there. Marvin XR provides an option to make it more meaningful. Instead of just a red location dot, you can write a piece of text which will be visible to the users. This way, you can promote a certain brand, name, tagline, key phrase or many more.

Provide name or description in the next input field that will be displayed over geo-location

3. **Drag the google map** to your desired location and place the Red Letter Pin on that specific coordinate. The latitude and longitude will be automatically updated in the above text.

## Location AR

**How does it work:** When user opens the AR link in the nearby place of the pinned map, they will see a red marker floating on the geo-coordinate. A text will float above by default (you can choose your text while creating). The more user moves towards the geo-coordinate in real world, the icon will be bigger. You can set its scale from AR menu. For more complex AR experience, contact us.

Provide name or description that will be displayed over geo-location marker:

Drag your target location to the map tagging for Location AR (Red Marker):

Latitude

Longitude

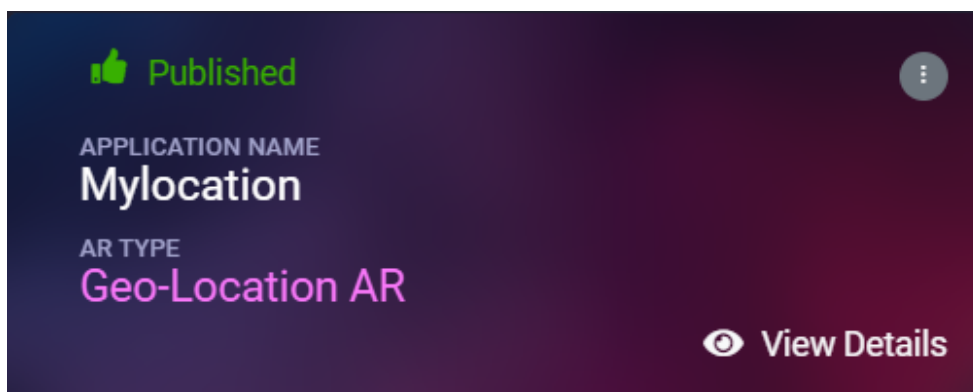


Close

Create AR Campaign


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

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



**More config:** The location AR text will be visible when you are almost close to 1000 meter from the pin pointed coordinate. The more you'll move towards the location, the bigger the marker-text will be. When you reach the target location, you can view the text in the correct sizing.

But if you want to resize the text (want to make it bigger or smaller), you can do it from the AR configurator. Click on **View Details** and go to **AR Show** menu and make the necessary changes.

 **View Campaign**

Resize Scale of Geo-Location Marker

Additional Information

Choose a value between 1 - 100 for the below scale values. The bigger the scale of the geo-location marker (Red marker appears in AR when users reach the location), users can view it from far away.

As users move towards to the target destination, the marker will increase in size. Opposite behavior will be shown when someone moves away. The associated text description (your brand name) will follow same behavior.

X Axis:

3

Y Axis:

3

Z Axis:

3

Save

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Revision #2

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