

# Image-based AR

[https://www.youtube.com/embed/MtPquM\\_sxcY](https://www.youtube.com/embed/MtPquM_sxcY)

When an image is found by web app camera, AR content(s) appear on top of it or near it. The content can be a 3D model (static/animated), video, image gallery or even interactive buttons. If you are looking for a customized image-based AR web app, our team can help you to achieve it. This is based on a combination of Three.js, A-Frame and Mind AR.

The engagement and entertainment rate are quite high for image-based Augmented Reality. Image-based AR experience is tied to your custom image. This means that you can use the target image in **real world** (banner, ad, leaflet, magazine etc.) or **digital world** (Facebook ads, Twitter, LinkedIn, Instagram, TikTok or anywhere). The AR experience will be displayed on top of the image and move along with the image as it moves around.

**Use Cases:** Product marketing, gamification experience, entertainment, augmented art, business card, ed-tech sector (books), magazine ads, flyers, any form of printed advertising etc. to bring the best AR experience for users. Imagination is the limit for image based AR.

**Compatibility:** It works on any phone with webgl and webrtc.

Benefit of Marvin XR image-based AR is that it is supported in wide variety of mobiles - including all types of brands and smartphone variations. This easily runs in older smartphones too.

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