

Introduction

WebAR (or Web-based augmented reality) is a digital technology that allows you to easily share AR experiences right over the internet, without using any apps. As there is no need for app download, users can enjoy the immersive and unique experience of AR on-demand, on most operating systems (Android, iOS and Windows), mobile devices, and all latest web browsers (Chrome, Safari, Mozilla Firefox, DuckDuckGo, Opera Mini and many others).

Simply send your users to a specific web URL, and bingo. They're immediately interfacing with your latest digital creation from the web view. With this technology, you can bring a product label to life (even if it's in print) or add a fully interactive product demo right on the back of your business card or bring a virtual object placed near you.

The technology of WebAR offers a promising approach for the cross-platform, lightweight, and pervasive service provisioning of Mobile AR. In practice, you open a web-link while it accesses your mobile's camera (with your permission, of course), and the browser overlays the AR content immediately as it would through an AR app. Marvin XR allows you to create such beautiful experiences within minutes, using no-code solution.



The image features the Marvin XR logo at the top center, consisting of a large pink 'M' and the text 'MARVIN XR' below it. Below the logo, a laptop on the left displays the Marvin XR web interface, which includes a sidebar menu with options like Home, AR Show, Dashboard, Insight, 3D Model, GLB Export, Web Editor, Settings, and Blog. The main content area shows a 'Coffee machine - 3D Model View' with a 3D model of a red espresso machine. Below the model, there are instructions: 'Upload 3D (.glb file for desktop, .gltf file for iOS)', 'Keep 3D model size less than 10 MB for optimal performance', and a button 'Enable Animation for iOS'. To the right of the laptop, two smartphones are shown. The left smartphone displays a 3D model of the same red espresso machine overlaid on a real-world background. The right smartphone displays a 3D model of a blue armchair overlaid on a real-world background. The entire scene is set against a red background.

Augmented Reality for Ecommerce
Boost Sales with 3D Virtual Try-ons

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- Troubleshooting Known Issues
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