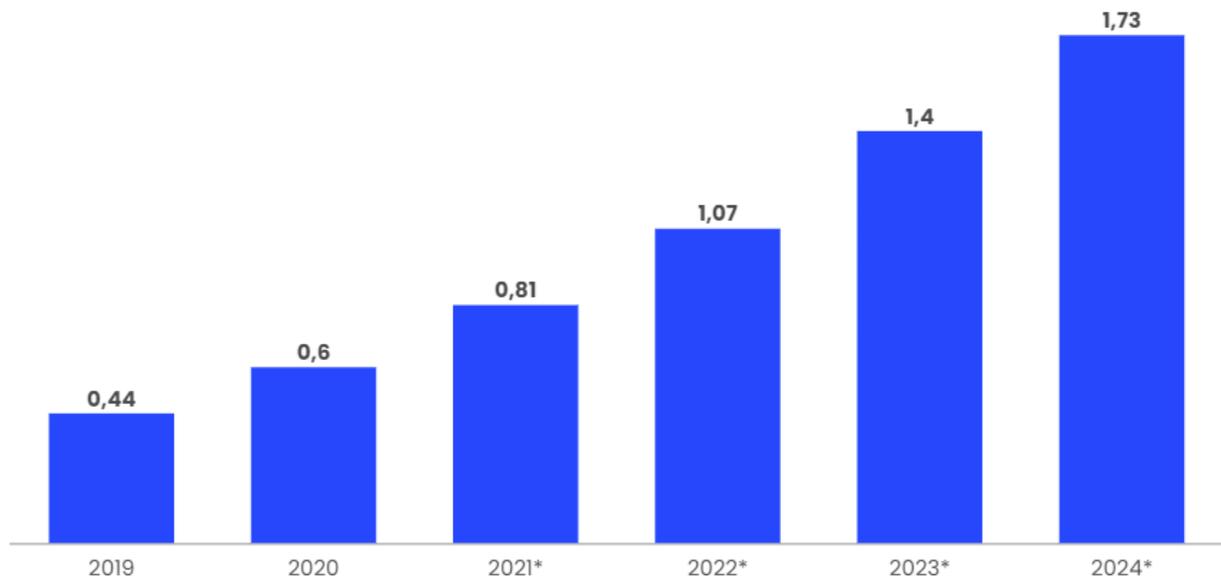


Types of Web AR

Augmented Reality (AR) is one of the latest vibrating technological trend that is spreading day by day. This technology allows to visualize the real-life environment with a digital augmentation overlay, being a highly visual and interactive method with digital content such as audio, video, graphics and GPS in real world environments through cameas.

Number of active mobile Augmented Reality users worldwide from 2019 to 2024 (in billions)



Web based augmented reality (WebAR) is defined as an altered form of reality in which computer-generated content is superimposed on the user's real -world views, allowing digital assets to be added to their physical environment. WebAR must also meet three basic characteristics:

- Combination of real and virtual world
- Real-time interaction
- Accurate 3D registration of real and virtual objects

Marvin XR offers the following type of WebAR experiences:

1. Surface Tracking AR

2. **Image Tracking AR**
3. **Marker Tracking AR**
4. **Eye Tracking AR**
5. **Geo-Location AR**

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