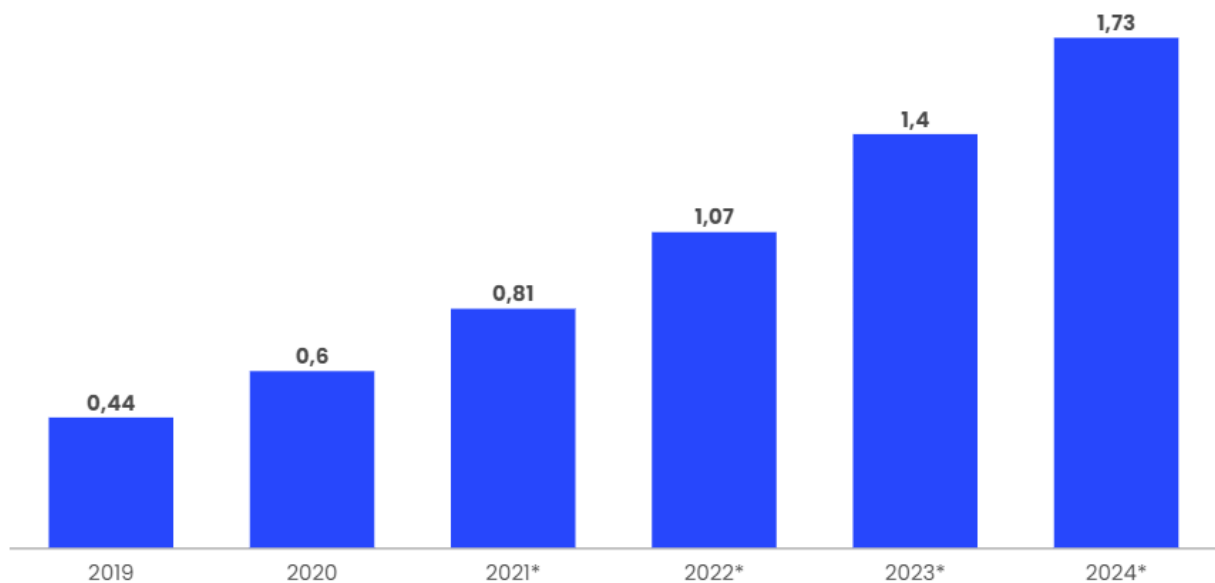


# Types of Web AR

**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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