

Web Augmented Reality Guide

This guide offers a step-by-step journey to launching and exploring your Web AR experience. Use it as a universal reference—always refer to specific project files for QR codes and links.

Deliverables: Quick Access Options

1. Dynamic QR Code:

- **What it is:** A scannable code that launches your Web AR experience, ideal for print materials like business cards, brochures, and digital media.
- **Key Feature:** Dynamic, meaning it can be updated for refreshed experiences or corrections without reprinting materials.
- **Tip:** Always use the QR code provided with your project for the latest content.



**For illustrative purposes only & not tied to final deliverables.*

2. QR Code Link (For External Sharing):

- **What it is:** A URL linked to the QR code, allowing users on a mobile device to click and view the experience without scanning.
- **Use Case:** Share directly via email or social media. Hyperlink raw URLs to create a clean, branded experience:
 - **Example:** Instead of <https://ar.mainstaydigital.com/gm85>, use “[Explore the Product in AR!](#)”

- **Compatibility:** Non-AR devices display a 3D model and a QR code for switching to AR-compatible devices.

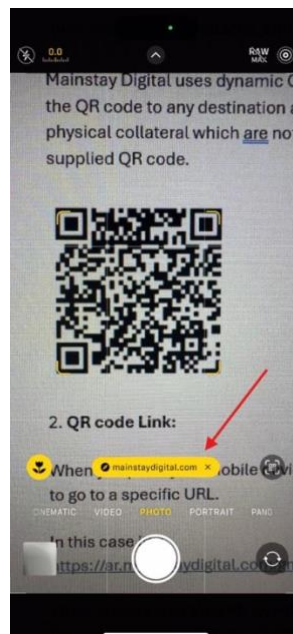
3. Redirect Link:

- **What it is:** The URL where the actual AR content is hosted. ***Users shouldn't share or hyperlink it directly*** as it cannot be updated.
- **Important:** Always direct users via the ***QR code or QR code link*** for the best experience.

Getting Started: Mobile Device Instructions

1. Scan the QR Code:

- Open your device's Camera app, point it at the QR code, and tap the link that appears.



2. Launch the Web AR Home Screen:

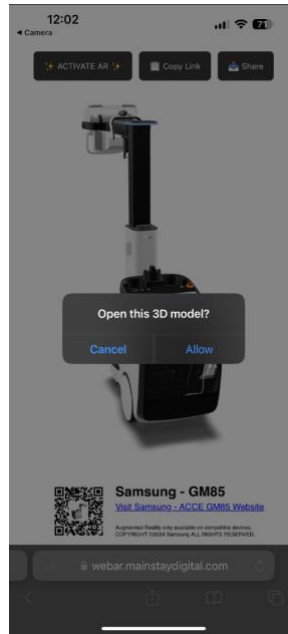
- You'll see a menu with several options:
 - A shareable QR code.
 - A link to additional product information (typically a product page).
 - The "Activate AR" button to start your AR experience.
 - The "Copy Link" button to copy the QR Code link to your clipboard.

- E. The “Share” button can be used to send the QR Code link using the share functionality on your device.
- F. A 3D interactive model with rotation and zoom features.
 - On this page, you’ll be able to zoom in/out rotate with one finger to view 360 degrees of the product. Pinch or expand your fingers to zoom in/out.



3. Activate AR:

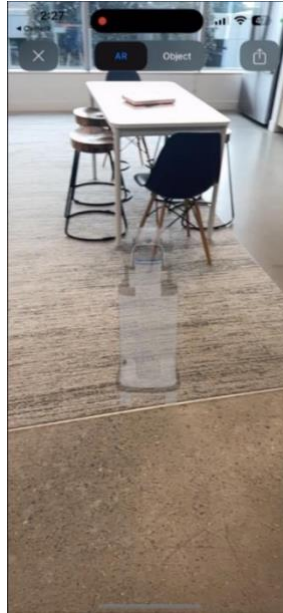
- Tap **Activate AR** (Button C) to begin.
- **iOS Users:** A prompt will ask, “Open this 3D model?” Tap “Allow” to proceed.



Exploring Your Product in AR

1. Placing the Model in AR:

- Hold your device and scan (pan phone right, left, up & down) the area around you until the model appears in full color (it will appear in semi-transparent mode until placed).
- **Tip:** Good lighting and a non-reflective surface often help the AR model anchor faster.



2. Interacting with the Model:

- **Rotation & Zoom:** Rotate with two fingers (in a semi-circle), zoom in/out with a two-finger pinch (it will always default to 100%).
- **Moving the Product:** Drag the product with one finger to adjust its position in your space.
- **Product Walk-around:** Walk around the product once it's placed to view in the room with you. Step away from it to see the entire product in a single view on your phone and walk closer to observe a more detailed view in specific areas.

Capturing Photos in AR Mode

1. **iOS:** Tap the screen to bring up AR options, then use the camera icon. Alternatively, you may use your device's default function (Lock + Volume Down).
2. **Android:** Capture screenshots using your device's default function (Lock + Volume Down).



Pro Tips for Optimal Web AR Experience

1. **Ensure Sufficient Lighting:** AR generally performs better in well-lit environments.
2. **Choose a Suitable Surface:** Matte, plain surfaces anchor models better than reflective or cluttered backgrounds.
3. **Engage Your Audience:** When sharing the QR code link, consider embedding it in a call-to-action to intrigue viewers: “Visualize Our Product Right in Your Space!”

By following this guide, you’ll unlock a seamless Web AR experience that’s adaptable and engaging for users on any mobile device.

Additional Considerations for an Enhanced Web AR Experience

To maximize the effectiveness and user satisfaction of your Web AR experience, consider the following additional pointers:

1. Troubleshooting Tips

- **If the AR Model Fails to Load:** Refresh the browser page or check for a stable internet connection.
- **Difficulty Anchoring the Model:** Ensure good lighting and a plain surface free from reflections. Move the device slowly to help the camera recognize the environment.
- **Browser Compatibility:** For best performance, use **Safari on iOS** and **Chrome on Android**. Other browsers may experience limited AR functionality.

2. Device Compatibility

- **Supported Devices:** Web AR works best on newer devices; ensure you're using **iOS 12 or later** for Apple devices and **Android 8.0 or higher**.
- **AR Software Updates:** Keeping AR software up to date on both iOS and Android ensures smooth operation and access to the latest features.

3. Analytics and Tracking (Optional)

- **User Insights:** If enabled, analytics can track engagement metrics like time spent in AR, interactions (e.g., rotations, zooms), and geographic usage. Contact Mainstay Digital for access to analytics reports to help understand user engagement.

4. Privacy and Data Security

- **Privacy Notice:** Web AR respects user privacy and does not collect personal data beyond essential device permissions (camera access) required for AR functionality. Mainstay Digital does not store identifiable information unless otherwise specified.

5. Extended Sharing Options

- **Capturing and Sharing:** Encourage users to share their AR experience! Screenshots captured in AR mode can be posted on social media or shared in presentations.
- **Collaborative Usage:** For group demos, consider using a QR code that opens in non-AR mode on larger screens (e.g., laptops) so multiple people can view the model at once.

6. Link Expiration and Content Updates

- **QR Code & Link Validity:** Dynamic QR codes ensure that users will always access the most recent AR content. If content will be updated or removed after a certain date, be sure to update users or provide a placeholder message.
- **Ongoing Updates:** To update or refresh content, reach out to Mainstay Digital to ensure a seamless transition without reprinting materials.

By following these pointers, you'll help ensure that users have a smooth, accessible, and enjoyable Web AR experience while maximizing the flexibility and longevity of your AR content.