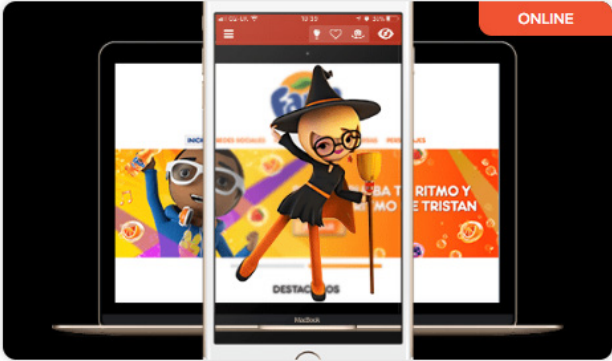


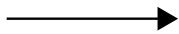
Augmented Reality is a technology that takes the world around you and adds virtual content on top such that it looks like it's actually there in the real world.

Different experiences



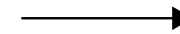
Zapcode? Target Image? How it works

Zapcode: a link to your "Zapworks Project"



download .zpp
on smartphone

Target image : tracking AR



Get AR experience

One Zapcode scan = one "Zapworks Project"



Scan Zap and track in one image

OR

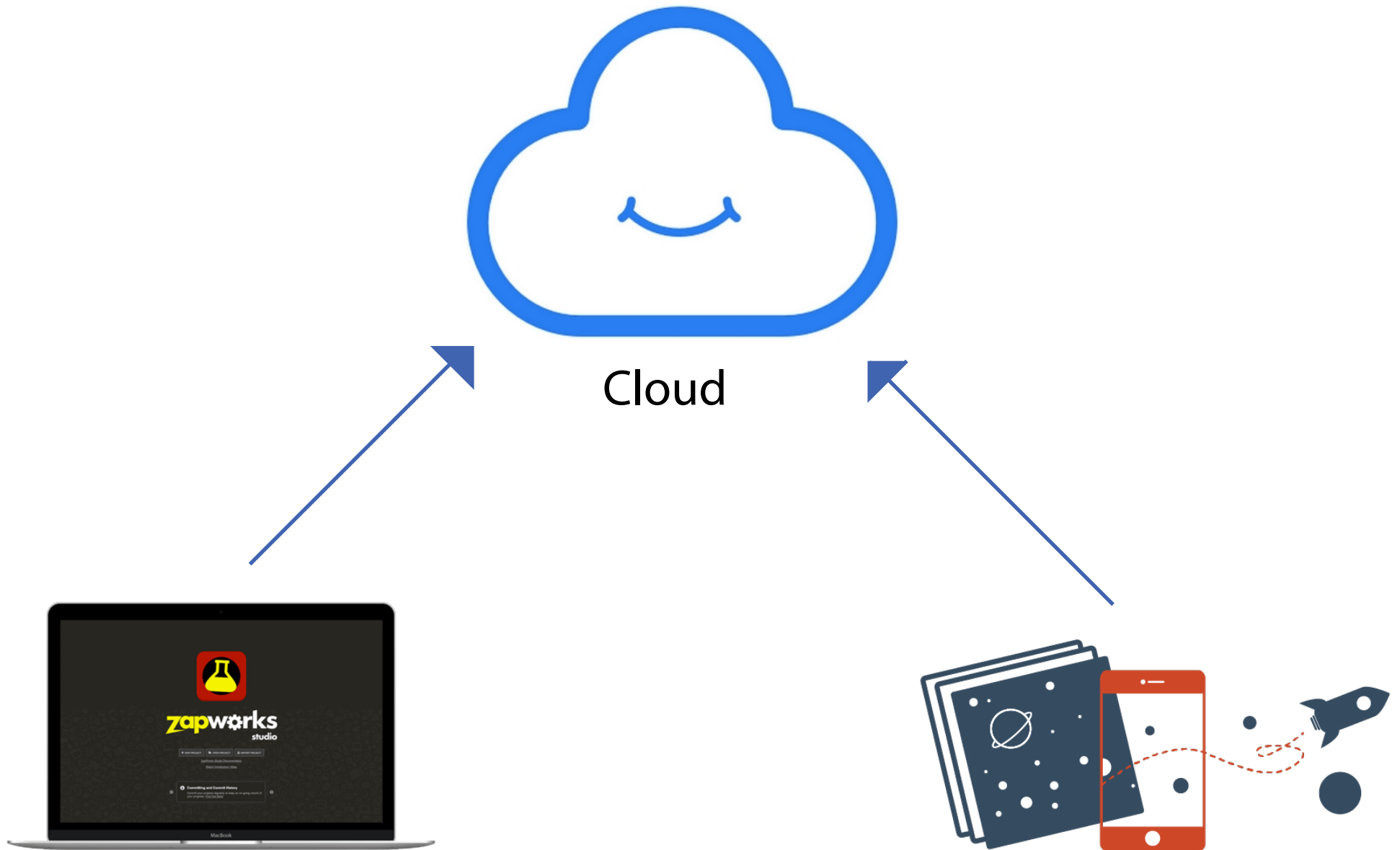


1: scan Zap (link to project)



2: track image (play)

Cloud based = need (a good) internet connexion



Multi - frame story: Reset (rescan Zap) when zap is out of sight ("unseen")

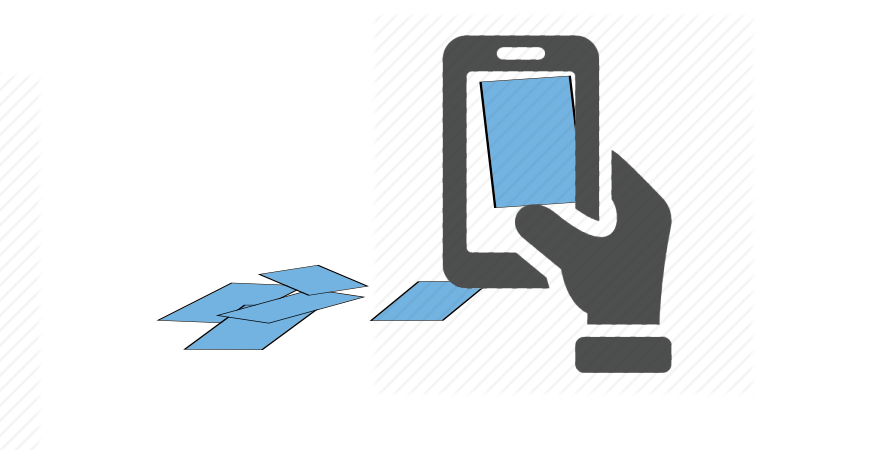
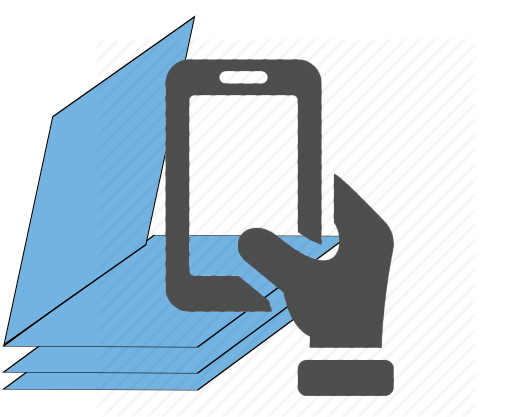
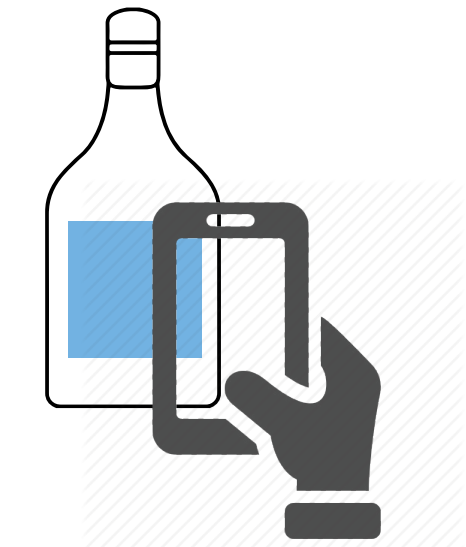
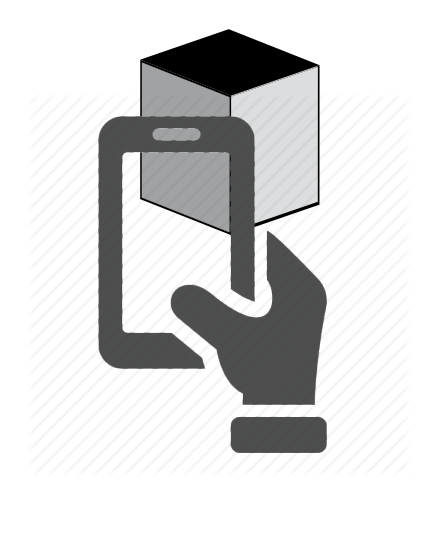
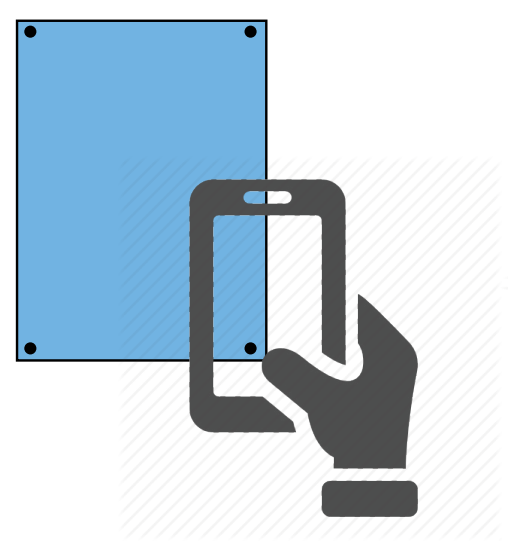
Project 1.zpp → reset → Project2.zpp → reset → project3.zpp



Add an "Notseen" Script on the target Image in every Zapworks Project:

```
parent.on("unseen", () => {  
    // Runs when seen occurs on the parent node  
    Z.device.reset();  
  
});
```

Some nice experiences



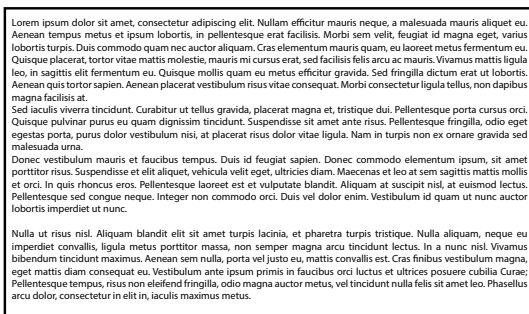
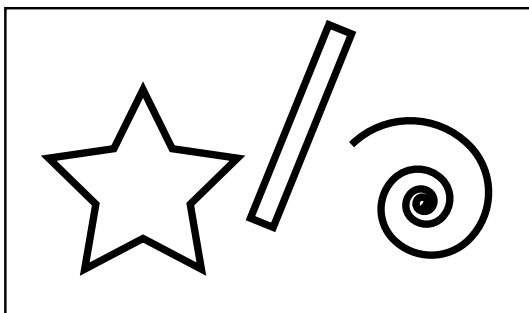
Target images hints

<https://docs.zap.works/best-practices/projects/what-makes-good-tracking-image/>

Bad images = light contrast or pattern



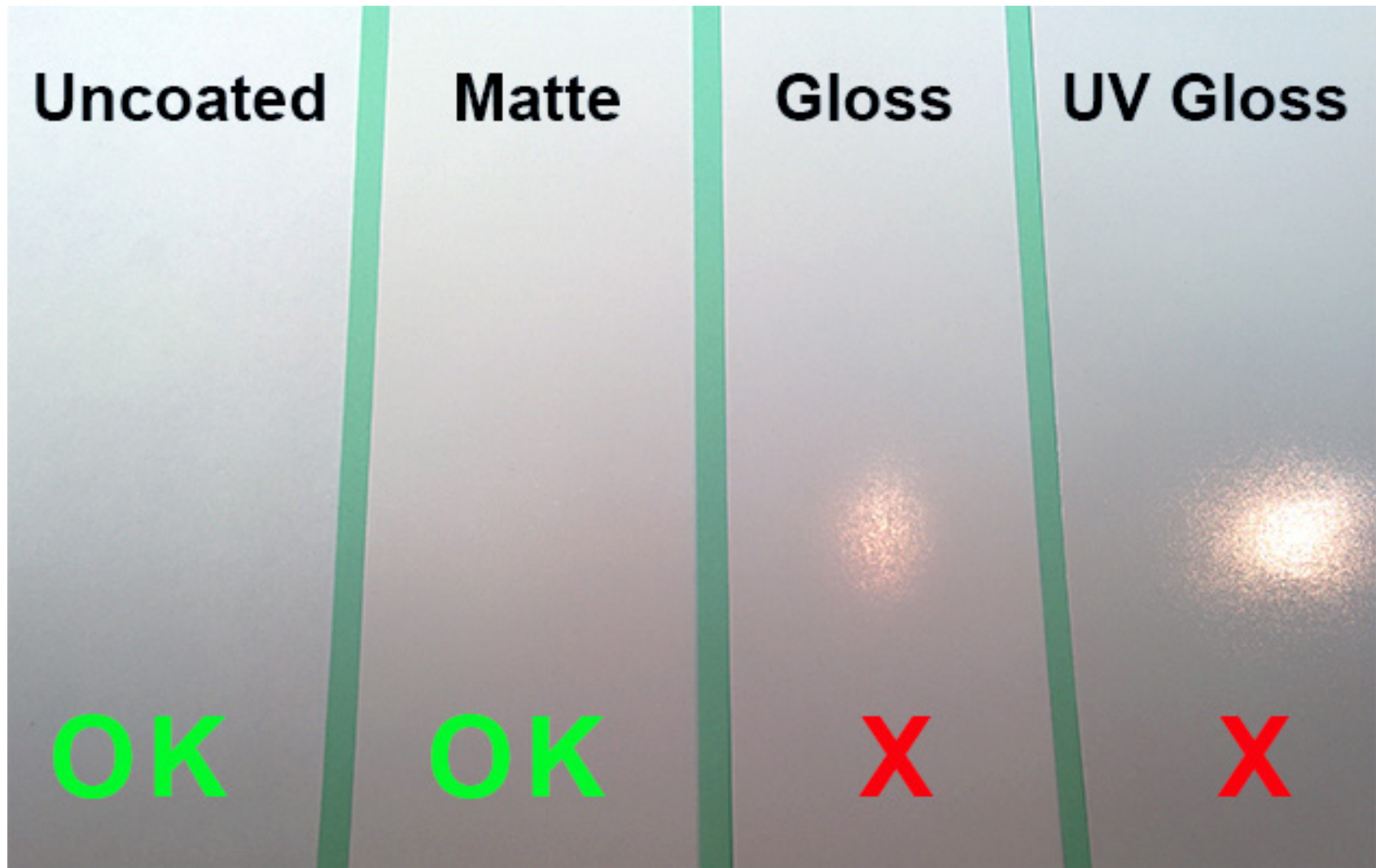
Difficult images = small or only text



Good images = great contrast and diversity



Paper Finishing – The Difference Between Uncoated, Gloss, and Matte



Tool	Zapworks Studio	Zapworks Designer	Artive
Purpose	Professional tool for AR & interactivity	"Powerpoint for AR"	View animation but no interaction
Difficulty	Difficult	Easy	Very easy
Image	Jpg, png (traspareny ok)	Png, Jpg (< 10mo)	Png, Jpg, Gif
Vidéo	MP4, OGV	AVI, MP4, MPG, MOV, 3GP files (< 500 MB & < 10min) Best: MP4 video at 720p resolution	Any
Vidéo Alpha	YES but special trick	YES but only FLV encoder VP6 with Alpha	YES: Simple chromakey
3d Layers	infinite	NO	Yes : 3
3d Model	YES (fbx, pod, obj)	NO	NO
Audio	Wav, ogg	MP3, OGG, M4A...	
Tracking method	Zapcode (load App) + image	Zapcode (load App) + image	image only
Limitation	No limitation	- 15 scene / Zapcode - 40 items / scene - 30 media / object (30files in Photo Album)	- 6 images layers - 3 vidéo layers
facetracking	YES	NO	NO
360° video	YES	NO	NO
Timeline animation	YES	NO	NO
Scripting	YES	NO	NO
Supported devices		https://www.zappar.com/support/devices/	
Technical infos		https://docs.zap.works/designer/	