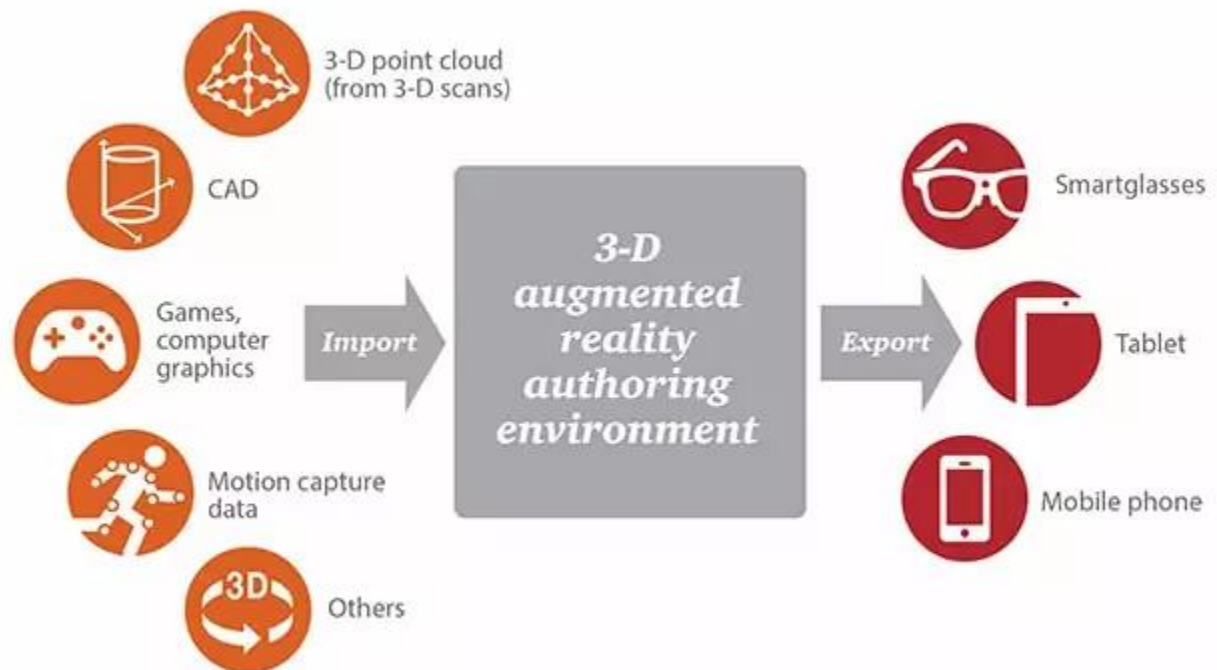


Software used to Create Content for the Augmented Reality Application

How Do You Create AR Augmented Reality Content?



1. Vectary

Vectary is a robust online 3D design and 3D modeling software. It's a good choice whether you want to create AR content or showcase products or designs on your website.

Vectary offers several features and advantages, e.g.:

- It offers a complete toolset for 3D design, and you can use them in your browser to create AR content.
- Vectary has a professional and intuitive design interface.
- You can collaborate with your team members while creating AR content with Vectary.
- Vectary allows you to apply filters and effects.
- You can integrate Vectary with several other popular tools.

2. ROAR

- ROAR isn't just a toolset for creating AR content, rather it's a comprehensive AR platform. You can create AR content using it for many use cases, e.g., media & entertainment, retail, ads, etc. ROAR is compatible with ARKit, ARCore, etc.

- ROAR offers a comprehensive editor for creating AR content, which offers many useful tools. The editor is easy to use, therefore, non-technical users can create AR content using it.
- You can create AR content and test them using this editor. The ROAR editor enables you to include all AR features in your content, e.g., video, audio, Call-To-Action (CTA) buttons, images, texts, 3D models, etc. The editor includes useful templates.

3. Vuforia Studio

Vuforia Studio is part of the reputed AR platform Vuforia, which is from PTC. As I explained in “The ultimate guide to choosing the right enterprise AR solution”, Vuforia is a powerful AR platform with key use cases in sectors like manufacturing, retail, etc. Whether you build AR apps for iOS or Android, Vuforia will work just fine!

Vuforia Studio is a drag-and-drop AR content authoring environment, and it offers the following features and advantages:

- You can expedite AR content creation since it already features 3D CAD and animated sequences. These make Vuforia highly suitable for industrial AR use cases.
- Vuforia Studio is scalable, moreover, you can view all your AR content easily.
- Thanks to its IoT and analytics capabilities, Vuforia Studio provides valuable insights.
- Vuforia Studio supports Mixed Reality (MR), and it’s highly suitable for enterprise use.

4. Wikitude Studio

Wikitude Studio is yet another example of an AR content creation tool that’s part of a robust AR development platform. It’s part of Wikitude, a well-known provider of AR development tools.

Wikitude Studio has many advantages, e.g.:

- You can use it to create engaging AR content even if you’re not an experienced AR developer.
- Wikitude Studio is a comprehensive toolset that lets you create and manage AR assets, moreover, you can use it to publish your content.
- Wikitude offers software development kits (SDKs) for AR app development, and Wikitude Studio integrates well with them.
- Wikitude Studio is a set of drag-and-drop tools, furthermore, it includes the Wikitude Studio Editor, a highly intuitive tool. The Studio Editor makes it easy to augment images, objects, scenes, etc.

5. ZapWorks

- ZapWorks is a popular AR toolkit, and you can create engaging AR apps using it. Among the ZapWorks suite of products, you can use ZapWorks Studio to create AR content.

- ZapWorks Studio lets you create AR, VR, and MR content that's customizable. You can use it to superimpose digital content on the physical environment, moreover, ZapWorks is compatible with ARKit and ARCore.
- ZapWorks Studio supports 3D, images, animation, scripting, world tracking, face tracking, actions tracking, videos, etc. This makes it a suitable AR content creation tool for a wide range of AR use cases.