

# AR toolkit research

## Goal

The goal is to discover ways to let writers of Zenya documents add their own 3D AR objects.

## Motivation

If Zenya Doc users can add their own content, Zenya Doc will be more suitable for specific use cases and thus very flexible.

## Research questions

### Main question

How can we allow Zenya Doc users to add their own AR content?

### Sub questions

- What existing platforms provide interactive documents that allow you to add AR content?
- What interactive document types for AR exist?

## Approach

The research questions will be answered by applying desktop research.

## Results

### Adobe Aero – Adobe Stock

Adobe Aero is a tool for building AR experiences. With Adobe products like Photoshop or Illustrator you can create your own 3D assets and with Adobe Stock you can download 3D assets others created and add these assets to your Adobe Aero composition.

Used document types:

- GLB; the binary file format representation of 3D models saved in the GL Transmission Format
- OBJ; a standard 3D image format
- FBX; a 3D model saved in the Autodesk Filmbox format



### Zapworks Designer

Zapworks is a content management system for AR. It allows agencies and businesses to create their own AR experiences. They have a drag and drop interface that can be used to quickly build multi-scene AR experiences using video, images, audio, buttons, links, etc.

## Sources

- <https://www.theverge.com/2019/11/4/20938316/adobe-aero-augmented-reality-app-ios>