Why use vuforia:

* Built into unity, industry standard
* Cross platform dev (ARKit, ios; ARCore, android)
* easier to use, bigger community support (unlike wikitude)
* knowledge transfers to hololens easy, hololens also use vuforia

vuforia: model recog vs multitarget vs multiple single target

model recog was too instable when I was trying to develop for it (ex: make the project, save, reopen later and model would not recognize at all, need to start a new project to get it working again), so I never tried anything for it further