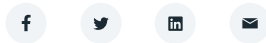


REALITY LABS

Building for the future: Spark AR expands to Windows and announces Instagram open beta

APRIL 30, 2019



With technology from smartphones to [devices like Portal](#), augmented reality (AR) lets us uncover new layers of context, meaning, and emotion in our everyday lives. Over the past year, more than 1 billion people have used AR experiences powered by [Facebook's Spark AR platform](#), with hundreds of millions using AR each month across Facebook, Messenger, and Instagram. They're expanding the language of expression, transforming the way we shop, and adding meaning to real-world objects in fun and interesting ways.

The creators and developers building with Spark AR Studio are paving the way for the future — and we want to expand that community. So today at [F8](#), we announced that the new Spark AR Studio supports both Windows and macOS. We also took this opportunity to add [a wealth of new features and functionality](#) to make creation and collaboration easier than ever before.

Of course, the community also wanted the ability to publish unique, interactive AR effects for their followers on Instagram. Last year, [we announced the closed beta](#) to do just that. And this summer, we're moving out of beta and opening Instagram to the entire Spark AR creator and developer ecosystem.

RECOMMENDED READING

Doin' it for themselves: Meet the women helping to build the future of AR/VR

Video: How artist Heather Day created AR art powered by AI

Harness the power of Augmented Reality

We're excited to share Spark AR with more creators and developers around the world. [Click here](#) to learn more.