

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.

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[Video: How artist Heather Day created AR art powered by AI](#)

[Harness the power of Augmented Reality](#)

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.

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

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We're hiring AR/VR engineers & researchers!

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Spark AR

This is the Spark AR description

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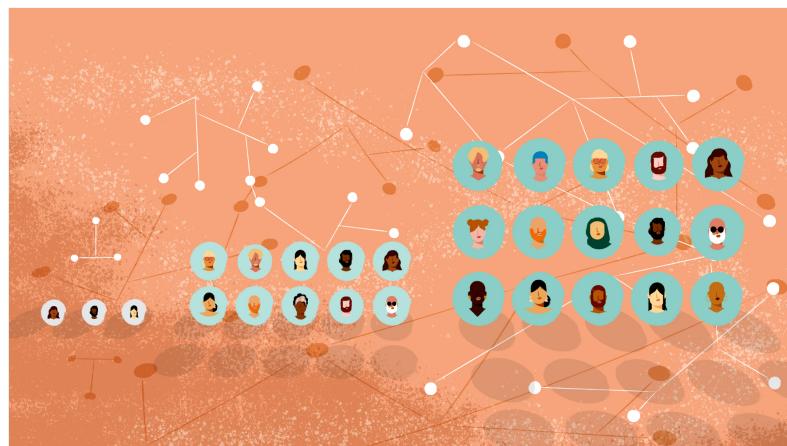


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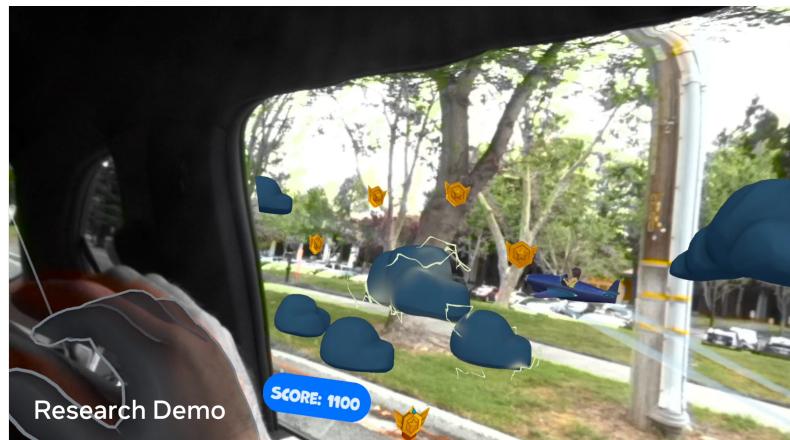
The Future According
to Jason Rubin

A Reality Labs Podcast

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Bringing the future into focus

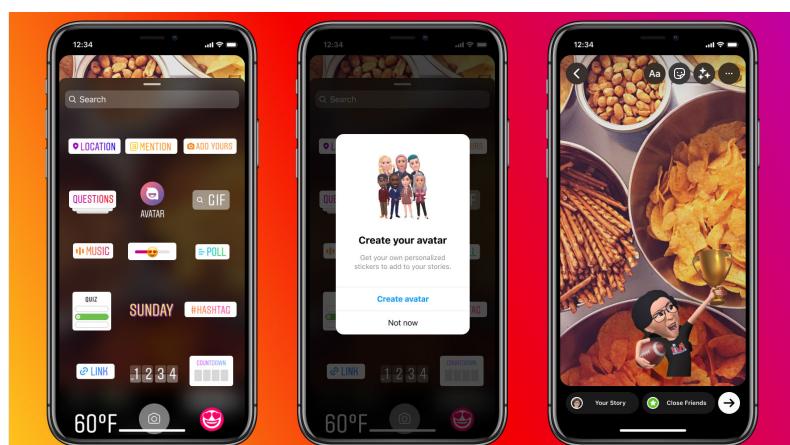


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Meta x BMW Research Update: Taking AR/VR Experiences on the Road

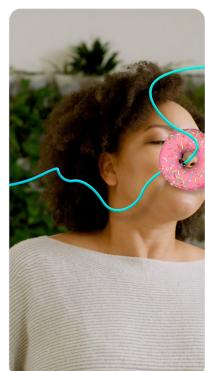
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ENGINEERING

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Reality Labs

Reality Labs brings together a world-class team of researchers, developers, and engineers to build the future of connection within virtual and augmented reality.

[Meta Quest Blog](#)

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Tech at Meta shares how Meta's innovative technology is connecting the world today and the steps we're taking now to help realize the full social potential of the metaverse in the future.

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