

VIEWAR API

A vision that turns ideas into reality!

PROBLEM STATEMENT

Augmented reality features
are difficult to implement



ABOUT ME

- Bachelor's in Engineering [ECE]
- Work Ex – 2 years [Product Analyst]
- Pursuing Master's in Information Technology and Management [Track – Digital Product Management]
- Passionate individual working on Product and Analytics projects



INTRODUCTION

- Augmented reality is an interactive experience that combines the real world and computer-generated content
- API development is opening up new avenues and in some cases new revenue streams for sites that properly leverage them
- View AR API will act as a one-stop solution for attaining this objective



Mission: Create a platform that enables everyone to add Augmented Reality to their products

Vision: Offer an augmented reality platform through easy, accessible and scalable APIs

TARGET CUSTOMERS



Developers who implement the solution



Software license managers in charge of securing tool



Business Leads



Entrepreneurs



CUSTOMER PERSONA



A Spanish luxury fashion brand wants to go digital, ushering in a new age of immersive shopping

CHALLENGES:

- Cost of implementation issues
- Lack of adequate resources
- No right talent expertise

GOALS/NEEDS:

- Long term success by early adoption of augmented reality
- Higher level of innovation and engagement



CUSTOMER PERSONA

Your-Home wants to help the customer visualize how furniture, accessories etc, would look in their houses

CHALLENGES:

- Want a relatively inexpensive way to bring AR to customers
- Difficult to set up a standalone AR capability

GOALS/NEEDS:

- Fuel sales and increase engagement
- Creating personalized user experience







COMPETITION

3D FACIAL RECOGNITION API

- **Augment**
- **Banuba Face AR API**
- **Face AR Kit**

MARKETING API

- **Expoodle**

MEASUREMENT API

- **AR Core**

RENDERING API

- **AR Kit**

Company	Type	Price	Platform Supported	Cloud Recognition
FaceAR kit	SDK	Calculated on ordered SDK features	Android, iOS, Unity Editor, and UWP	Yes
Banuba Face AR API	SDK	Depends on features used	iOS, Android, Web, Windows, Linux, Unity	Yes
Augment	SDK	Starts at \$25 per active device/ month	iOS and Android	Yes
Expoodle	SDK	Subscription starts at \$9.99/ month	iOS and Android	Yes
ARCore	Framework	Subscription starts at \$42/ month	iOS and Android	No
ARKit	Framework	Free for developer program account(\$99/ month)	IOS and Android	Yes

OVERVIEW

COMPETITOR'S FEATURES

3D FACIAL RECOGNITION API

- Fastest cosmetic digitizing process
- 3D face tracking to bring face filters
- Visualize products in 3D

MARKETING API

- End to end digitalization
- Product demonstration in AR
- Mar-Tech Solutions for Retail, Food and E-commerce



COMPETITOR'S FEATURES

MEASUREMENT API

- Motion Tracking
- Light Estimation
- Environmental Understanding

RENDERING API

- ARKit tracks user's face via iPhone TrueDepth camera
- Scene Understanding
- AR experiences involving people instead of just objects
- ARKit can find horizontal planes in a room





HOW ARE WE DIFFERENT ?

With the need to expand beyond isolated applications, our API would unlock the potential of AR, making it available for everyone

Customers can quickly integrate a product built with an agnostic approach into their existing systems

Incorporating a combination of high-level features to make user experience a priority and help the business gain more engagement with immersive content

PRODUCT FEATURES

- Environment recognition
- Object locking 3D space
- Object recognition
- Facial recognition features
- Interactive objects
- Light estimation and interaction



POSITIONING STATEMENT

ViewAR is here with a scalable and easy to integrate way. By leveraging our API, you can build Virtual experience for your website/app

Our API provides the functionality to create an immersive experience. Providing seamless integration and interoperability



PRICING

BASIC SIGN UP	PRO GET PRO	ENTERPRISE CUSTOM JUST FOR YOU
\$10.00/ month – 2500 requests per day +\$0.004(After first 2500 calls)	\$39/ month - 50,000 requests per day + \$0.01 each extra request	Custom based on estimated usage. Unlimited requests



PROMOTION

User groups

Technical conferences

Certifications

Potential hackathon

Google Advertisements

Trade shows

Watermark

Y combinator

PLACEMENT

Website

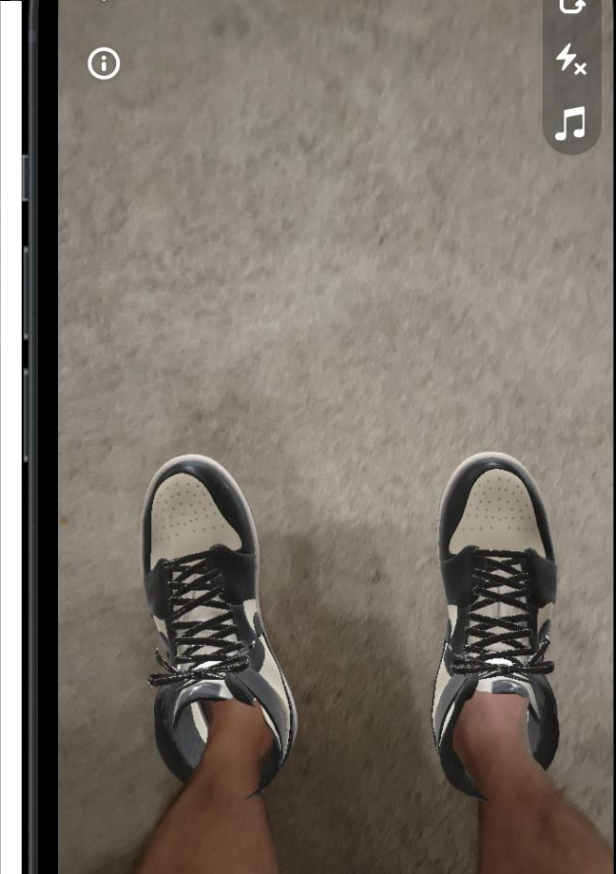
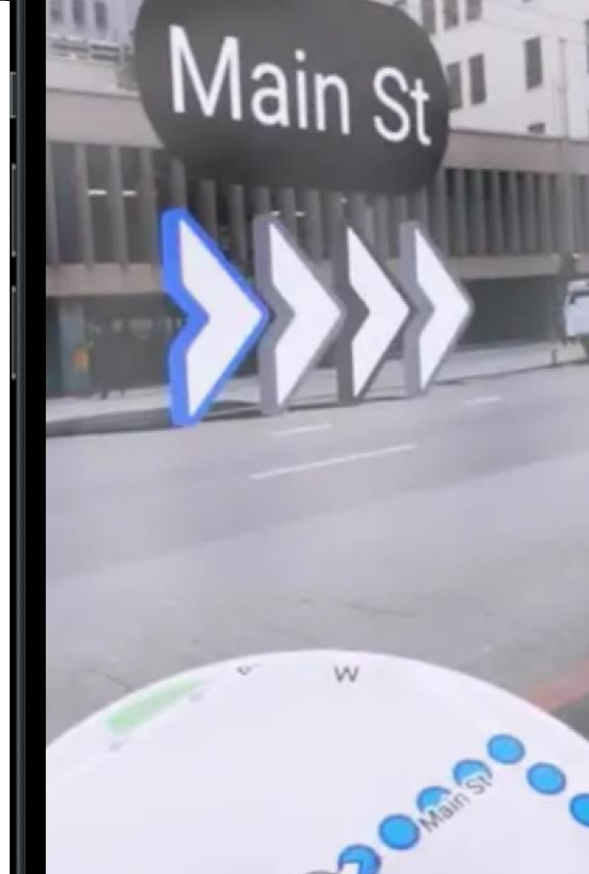
StackOverflow

Good SEO

Github

Hacker news – news.ycombinator.com





UI/UX

UI/UX

```
* Trying 52.2.32.225:443...
* Connected to de043a1b-33a0-4ec4-af52-dd9fc0fce327.mock.pstmn.io (52.2.32.225) port 443 (#0)
* schannel: disabled automatic use of client certificate
* ALPN: offers http/1.1
* ALPN: server accepted http/1.1
> POST /requestAR/create HTTP/1.1
> Host: de043a1b-33a0-4ec4-af52-dd9fc0fce327.mock.pstmn.io
> User-Agent: curl/7.83.1
> Accept: */*
> Content-Type: application/json
> Content-Length: 441
>
* Mark bundle as not supporting multiuse
< HTTP/1.1 201 Created
< Date: Sat, 10 Dec 2022 00:31:33 GMT
< Content-Type: text/html; charset=utf-8
< Content-Length: 178
< Connection: keep-alive
< x-srv-trace: v=1;t=c7197022e2abd236
< x-srv-span: v=1;s=c5f4fb17b511b371
< Access-Control-Allow-Origin: *
< X-RateLimit-Limit: 120
< X-RateLimit-Remaining: 118
< X-RateLimit-Reset: 1670632317
< ETag: W/"b2-gHoB+uo4Bc70dSTQFH1aMZ6IqQ"
< Vary: Accept-Encoding
<
{
  "email": "stephen@smith.family",
  "userId": "user_00000000-0000-0000-0000-000000000000",
  "registeredAt": "1980-01-01T00:00:00Z",
  "registrationStatus": "USER_IN_REVIEW"
}
* Connection #0 to host de043a1b-33a0-4ec4-af52-dd9fc0fce327.mock.pstmn.io left intact
```

POST

localhost:8083/requestAR/create

Params

Authorization

Headers (9)

Body

Pre-request Script

Tests

Settings

none

form-data

x-www-form-urlencoded

raw

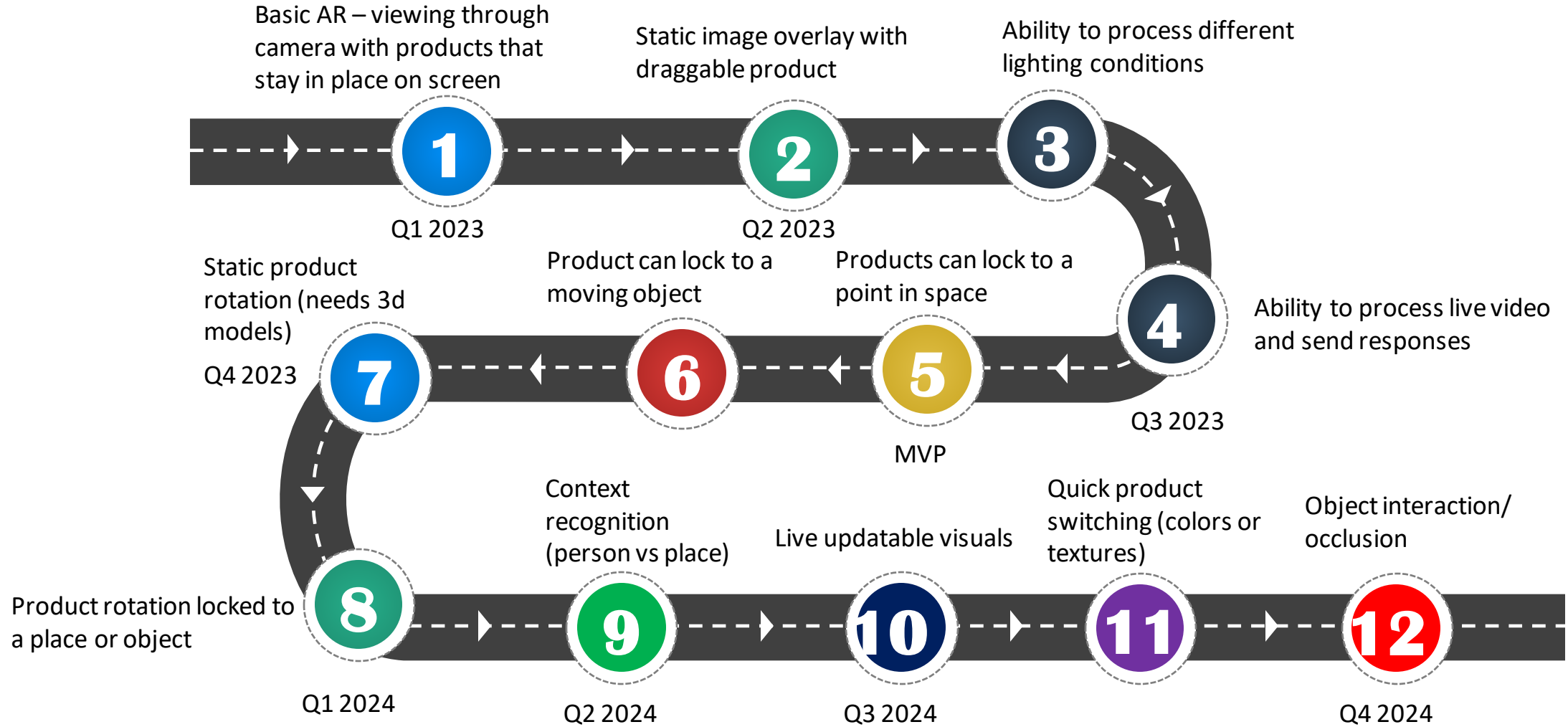
binary

GraphQL

JSON

```
1 {
2   "subject": "user:00000000-0000-0000-0000-000000000000",
3   "subjectData": {
4     "email": "stephen@smith.family",
5     "registrationDate": "1980-01-01T00:00:00Z",
6     "lastName": "Smith",
7     "dateOfBirth": "1980-01-01",
8     "userId": "user:00000000-0000-0000-0000-000000000000",
9     "firstName": "Stephen",
10    "registrationStatus": "pending"
11  },
12  "sourceWebhookId": "user:00000000-0000-0000-0000-000000000000",
13  "eventType": "create"
14 }
```

FEATURE ROADMAP





THANK YOU !