



Cracking the Mobile AR Code: A Cross Platform Case Study

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About Me





 GAME OF THE DAY






Zombie Gunship Revenant AR











Top ARKit-only Apps — First 6 Months (Worldwide)













Free

- 1  AR Dragon
- 2  IKEA Place
- 3  **Zombie Gunship Revenant**
- 4  Drive Ahead! Minigolf AR
- 5  AR MeasureKit
- 6  Alice in Wonderland AR
- 7  AR Sports Basketball
- 8  LEGO AR Studio
- 9  GIPHY World
- 10  Shadows Remain

Paid

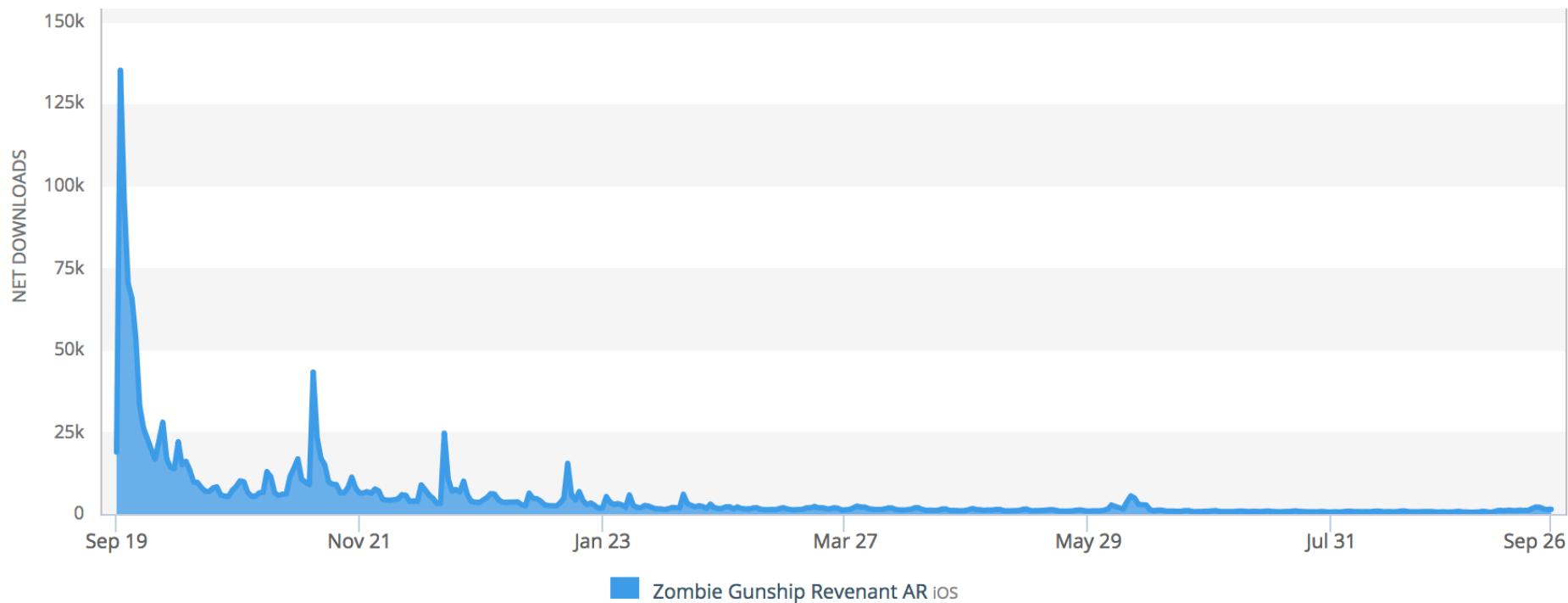
- 1  CamToPlan Pro
- 2  Monster Park
- 3  The Machines
- 4  powARdup
- 5  My Very Hungry Caterpillar
- 6  Playground AR
- 7  AR Smash Tanks!
- 8  AR Ruler & Tape Measure
- 9  Ruler
- 10  ARise

Grossing

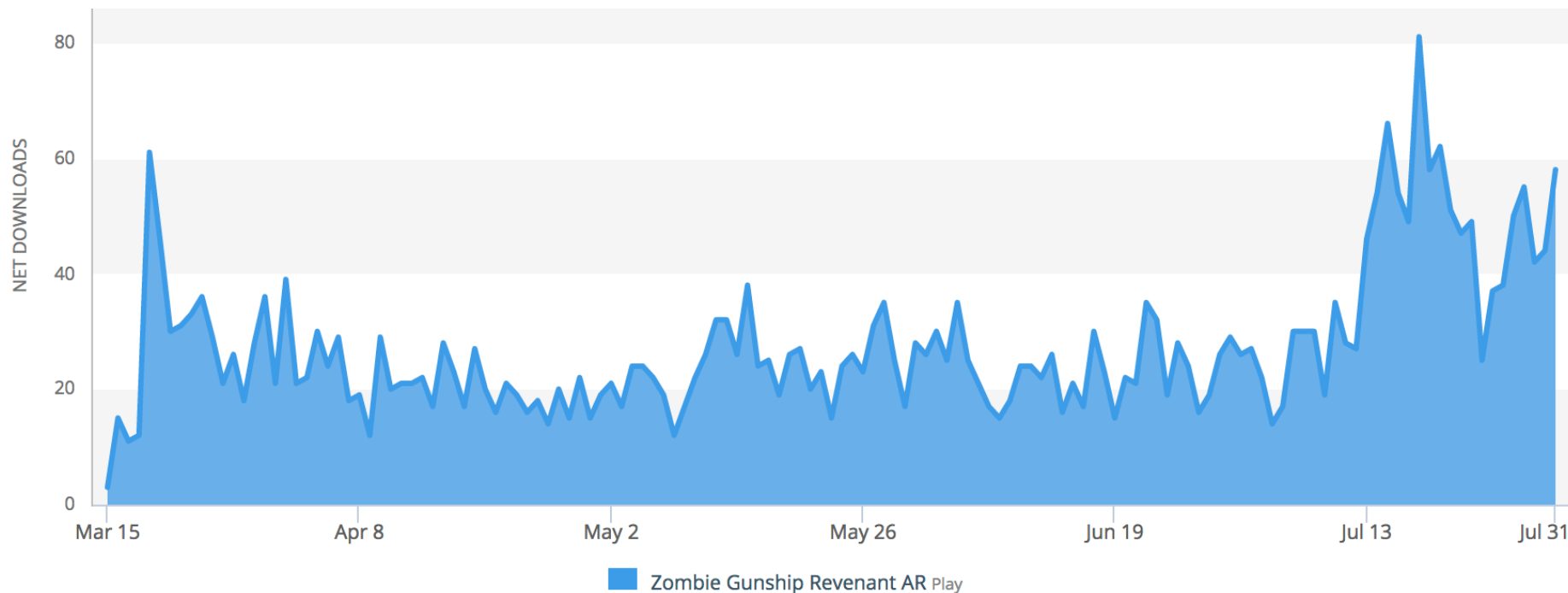
- 1  CamToPlan Pro
- 2  The Machines
- 3  **Zombie Gunship Revenant**
- 4  AR Dragon
- 5  AR MeasureKit
- 6  ARise
- 7  Measuring Tape AR
- 8  AMON
- 9  AR Smash Tanks!
- 10  Conduct AR!

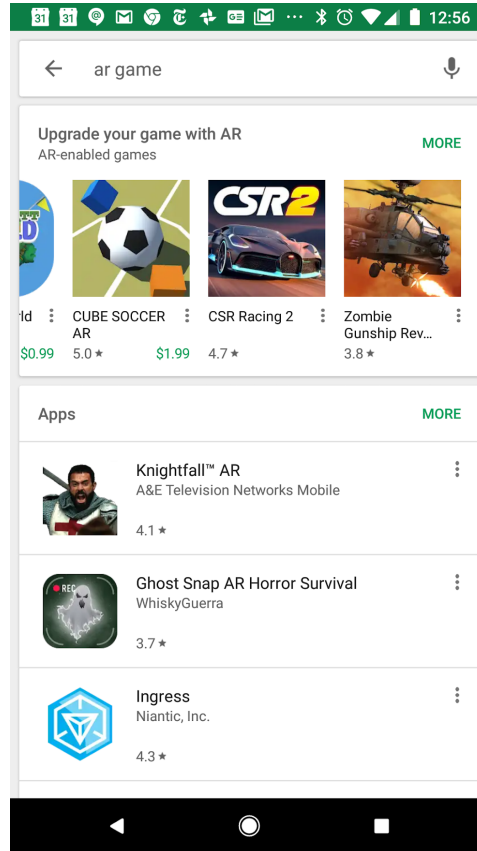
Based on estimated downloads and revenue for September 19 through March 19, 2018

2M Downloads on iOS

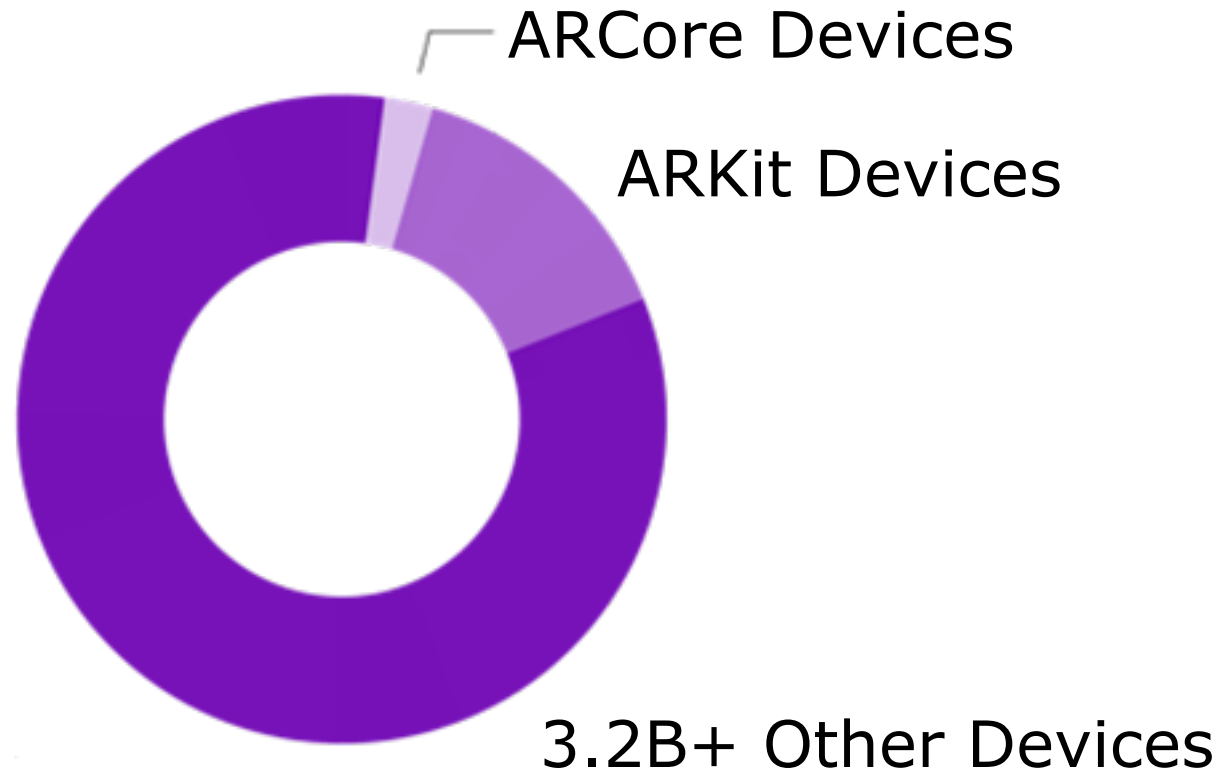


4K Downloads on Android

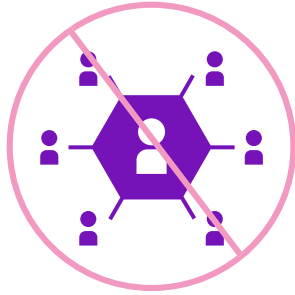




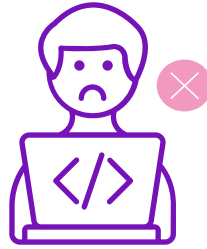
On Android over 80% of devices don't support ARCore



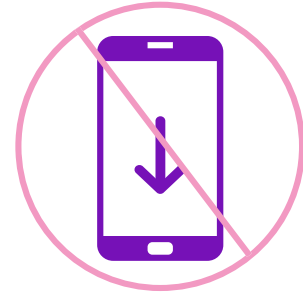
Today's AR Problem: Accessibility & Reach



Mobile AR apps do not run on all phones, hindering virality.

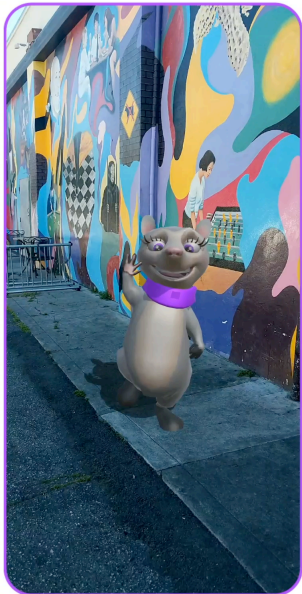


Most AR development is done in game engines, limiting developer reach.

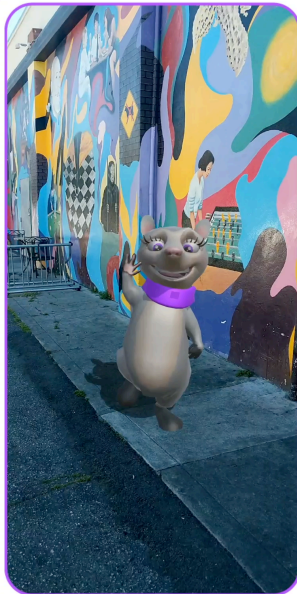


Downloading apps is a barrier to AR consumer adoption.

8TH WALL XR



ARKit

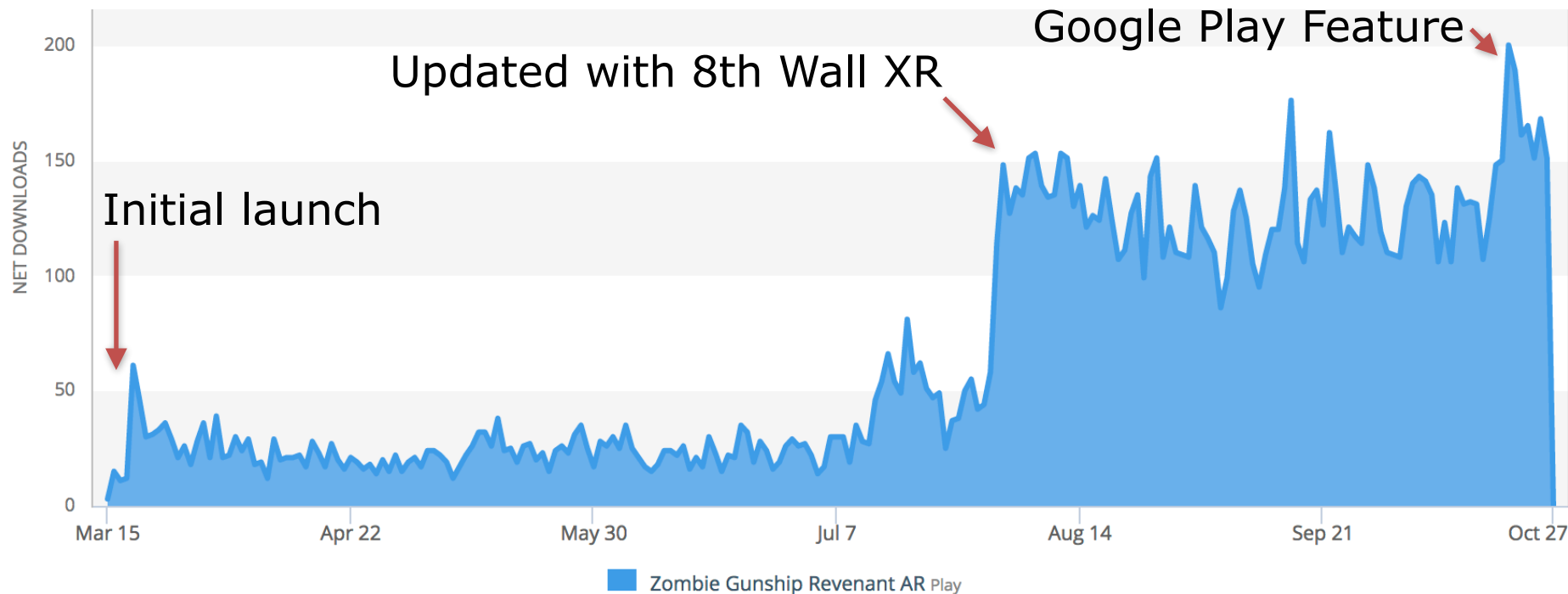


ARCore



8th Wall SLAM

15,000+ downloads on Android





Zombie Gunship Revenant AR

Augmented Reality Zombie War

[Limbic Software](#)

★★★★☆ 4.7, 13.3K Ratings

Free · Offers In-App Purchases



Zombie Gunship Revenant AR

Limbic Action

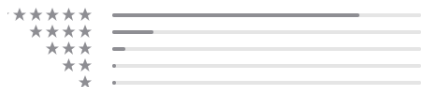
T Teen

Contains Ads · Offers in-app purchases

Ratings and Reviews

4.7

out of 5



13.3K Ratings

REVIEWS

3.8

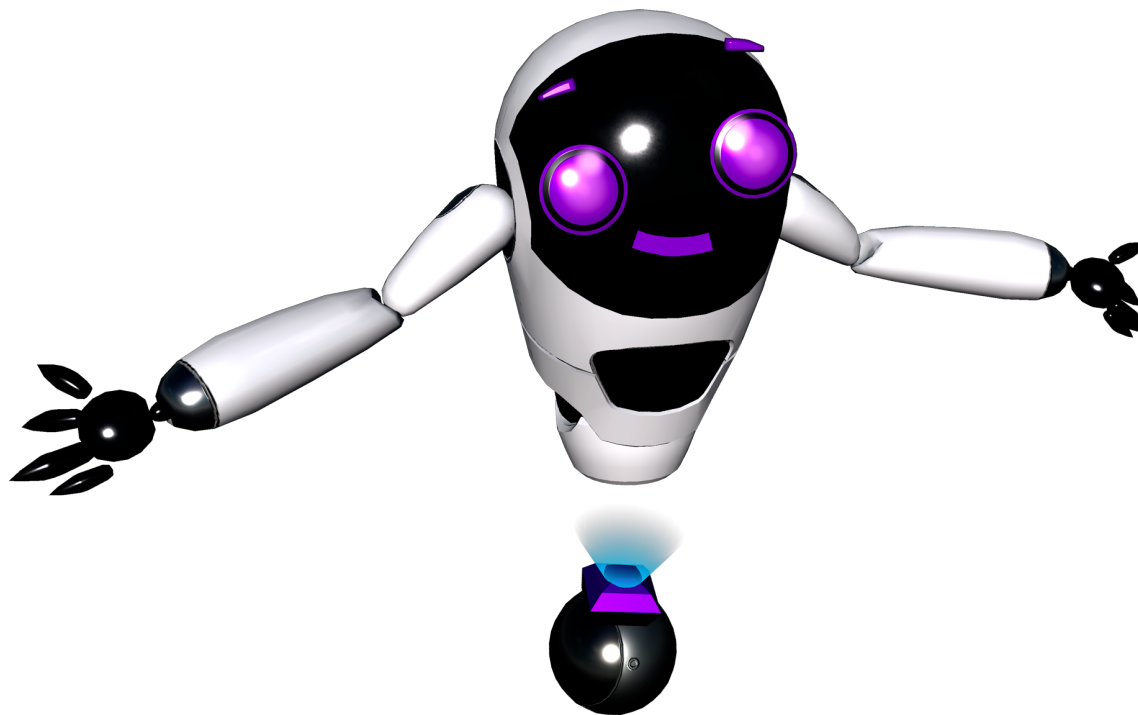


198 total



Maybe the future of mobile AR isn't apps...

AR for the web?



Today's Web AR Options

- AR.js
- Chrome Canary
- 8th Wall Web

AR.js



github.com/jeromeetienne/AR.js

AR in Chrome Canary



developers.google.com/web/updates/2018/06/webar-chacmool

8th Wall Web



Thank you!

Try the Demo:

8thwall.com/web

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