



VUFORIA ENGINE

POWERFUL. FLEXIBLE. SUPERIOR AR EXPERIENCES.

Vuforia Engine is a powerful, widely used software for creating Augmented Reality applications that can be deployed on a range of phones, tablets and AR headsets and Smart Glasses. Developers, businesses and device makers are offered best-in-class computer vision technology that revolutionizes the way we learn, communicate and collaborate – expanding on human skills and efficiencies with the power of AR.





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The World's Leading AR Platform

Vuforia Engine is the first choice of a global ecosystem of over half a million registered developers and has powered more than 60,000 apps with over 625 million installs worldwide. Whether your team is building an app to help customers visualize products or one to guide industrial service technicians – Vuforia Engine powers them all.

This leadership has been achieved through almost a decade of innovative technology development. By bringing together powerful software, dynamic features and easy-to-use software tools we enable developers to create sophisticated, branded AR experiences. Our agnostic technology paired with support for leading development platforms empowers users with complete creative freedom when designing an AR application.



“

Vuforia [Engine] has enabled us to take AR beyond a gimmick and create compelling solutions for the enterprise world.”

— Frantz Lasorne, Co-Founder of Visionaries 777

WHY VUFORIA ENGINE?

Creative Empowerment

The robust AR technology offered by Vuforia Engine empowers developers to build unique AR experiences for new or existing applications. These apps can be available in leading app stores and help companies differentiate their brand and drive business.

Best-In-Class Computer Vision

Computer Vision enables applications to see like we do, which lets it understand how digital objects should interact with the environment. Our technology was designed by industry experts and has gone through almost a decade of innovation and adoption.

Most Flexibility

How an AR application interacts with the physical world varies across use cases, and Vuforia Engine offers the flexibility needed. With a wide range of target types and detection capabilities, developers can create experiences tailored to a number of use case.

Broadest Reach

Vuforia Engine is platform agnostic and is optimized for the most iOS, Android and UWP devices on the market. This helps ensure your content is getting to the largest audience.

Attach Digital Content to the Physical World:



Model Targets

Model Targets allow you to recognize objects by shape using pre-existing 3D models. Place AR content on a wide variety of items like industrial equipment, vehicles, toys and home appliances.



Image Targets

Image Targets are the easiest way to put AR content on flat objects such as magazine pages, trading cards and photographs.



Multi Targets

Multi Targets are for objects with flat surfaces and multiple sides, or that contain multiple images. Product packaging, posters and murals all make great Multi Targets.



Cylinder Targets

Cylinder Targets enable you to place AR content on objects with cylindrical and conical shapes. Soda cans, bottles and tubes with printed designs are great candidates for Cylinder Targets.



Object Targets

Object Targets are created by scanning an object. They are a good option for toys and other products with rich surface details and a consistent shape.



VuMarks

VuMarks allow you to identify and add content to series of objects. They're a great way to add information and content to product lines, inventory and machinery.

Place Digital Content in the Environment



Ground Plane

Ground Plane allows you to attach content to horizontal surfaces such as floors and tables.

Change Your AR Perspective



External Camera

External Camera lets you access video frames outside of phones and tablets for AR experiences.

Highest Performance with the Broadest Reach:

Vuforia Engine is the technology of choice for creating engaging AR experiences and enables both businesses and developers to unleash creative and value driving solutions. In response to this value, the AR industry is growing. Decisions around which technology to utilize can be difficult, but with Vuforia Fusion, we make it easy. PTC helps solve the problem of fragmentation in AR technologies by integrating Vuforia Engine with a device's underlying AR capabilities. This allows developers to rely on a single Vuforia API to produce an optimal, agnostic AR experience optimized for each device. This paired with having the largest breadth of device support means your high-performance application will reach the largest audience possible.



Need a Developer or Agency?

We're happy to recommend one of our trusted and preferred Vuforia developers. We'll start by matching you up with a developer based on your location and development needs, and then they'll work with you to ensure your concepts are brought to life when you need them.

Start the Search!



Are You a Developer?

Join our Developer Community and start creating for free in Vuforia Engine today! Collaborate with other developers on our forums, browse the library for in-depth how-to guides, and keep up to date with all our product launches and announcements.

Sign Up Today!