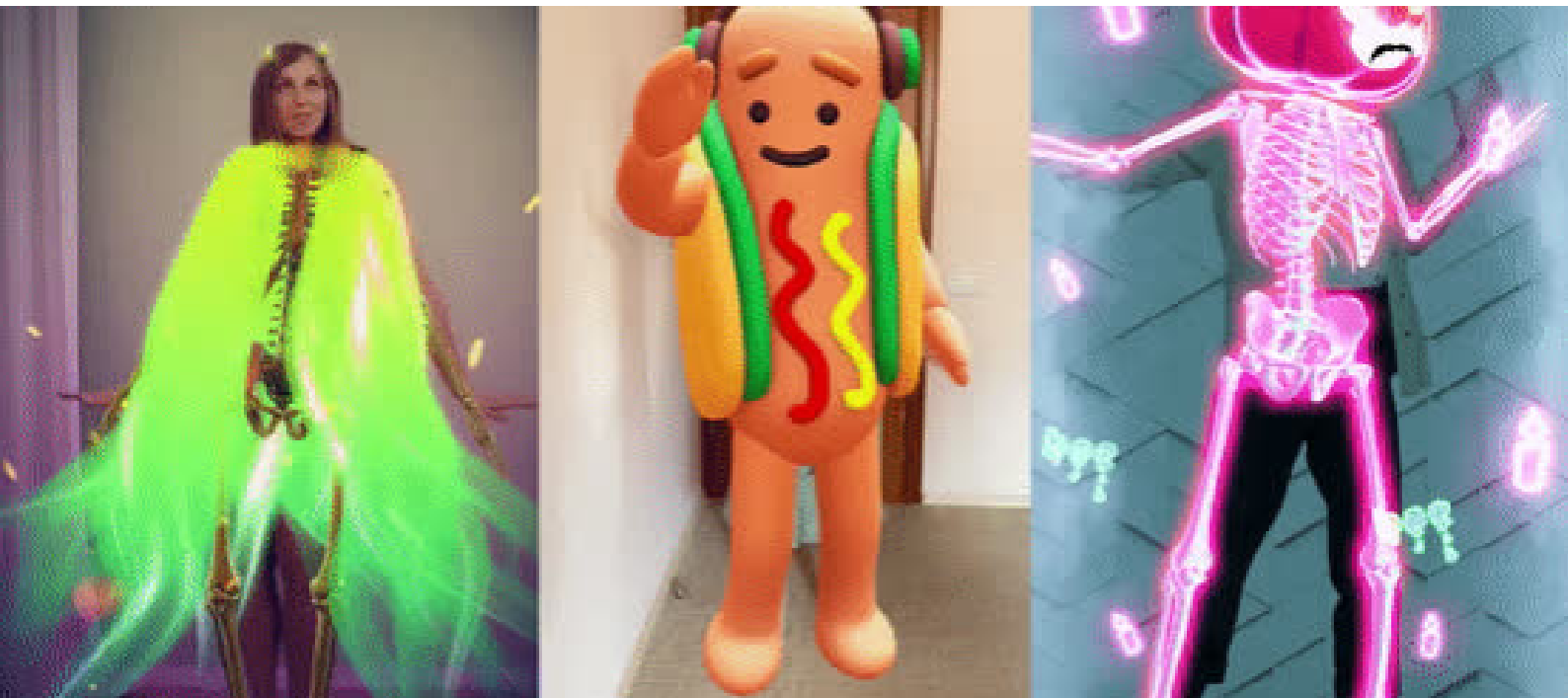


THE TECHNO GRIND

A MONTHLY PUBLICATION BY QUEPPELIN



Snapchat Reveals 3D Full-Body Tracking For AR Lenses

DETAILS BY SNAP INC.

Snap Inc. unveiled a new line of Snapchat Lenses that combine 3D motion capture and multiple neural networks to create over 10 augmented reality costumes powered by 3D full-body tracking.

Users can step into the shoes of the classic dancing hotdog, a neon jack-o-lantern, and a cloaked skeleton, just to name a few. In addition to these AR costumes, users can also enlist their own AR backup dancers, such as pair of bandana-clad teddy bears. Each 3D Lens is capable of tracking up to 18 joints on the human body, allowing for more detailed, accurate movements.

This issue's
technology reads:

**AUGMENTED
REALITY APPS
FOR HOME
DECOR**



Augmented Reality Apps for Home Decor

Augmented Reality Apps For Home Decor - New Blog by Queppelin

[Read More](#)

Amazon launches an AR app that works with new QR codes on its boxes

Amazon has quietly launched a new augmented reality application that works with QR codes on the company's shipping boxes to create "interactive, shareable" AR experiences. Called simply "Amazon Augmented Reality," the retailer describes the app as a "fun way to reuse your Amazon boxes until you're ready to drop them in the recycling bin."

As shown in the App Store's screenshots of the new app, different Amazon boxes will offer unique activities for the AR experience. For example, one screenshot shows someone drawing the face on a pre-printed white pumpkin to turn it into a jack-o-lantern. When they scan the QR code, the pumpkin jumps out as an AR object. Another screenshot shows an AR pumpkin and bat wings over top an image of a dog. And one shows the Amazon box turning into a little blue AR car when the QR code is scanned.