

The VRDC logo is positioned at the top center of the slide. It features the letters 'VRDC' in a bold, white, sans-serif font. The text is set against a dark blue background that forms a diamond shape. The entire slide has a red background with thin, dark blue diagonal lines crossing from corner to corner. There are also small decorative elements: a small blue square and three white squares in the top-left and bottom-left corners, and a small blue square and three white squares in the top-right and bottom-right corners.

VRDC

Facebook and Snapchat AR: Beyond Lenses and Effects

Ralph Barbagallo
Founder, FLARB LLC

VIRTUAL REALITY DEVELOPERS CONFERENCE

MARCH 18–19, 2019 | #GDC19

FLAIRB

VRDC

VIRTUAL REALITY DEVELOPERS CONFERENCE
MARCH 18-19, 2019 | #GDC19





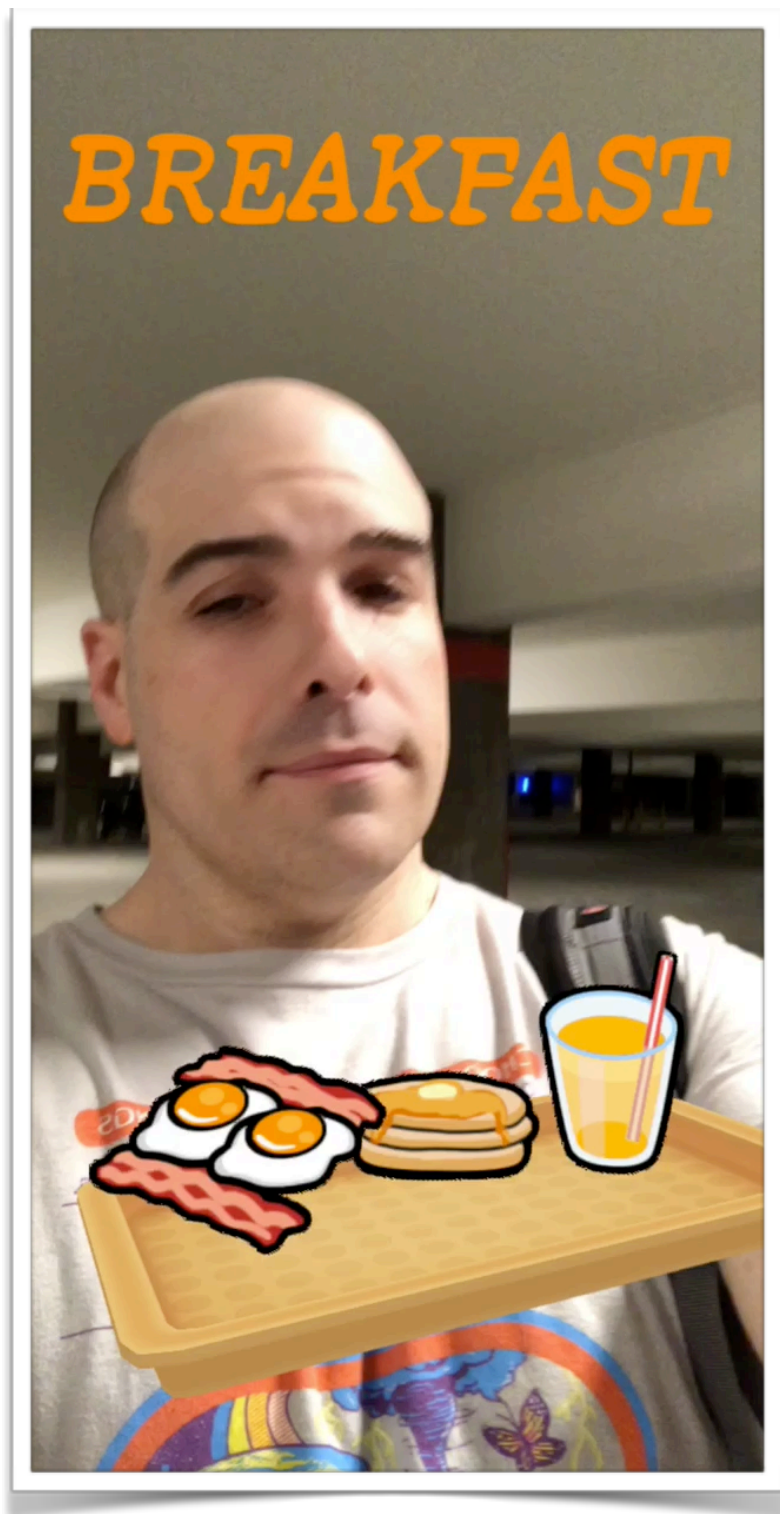
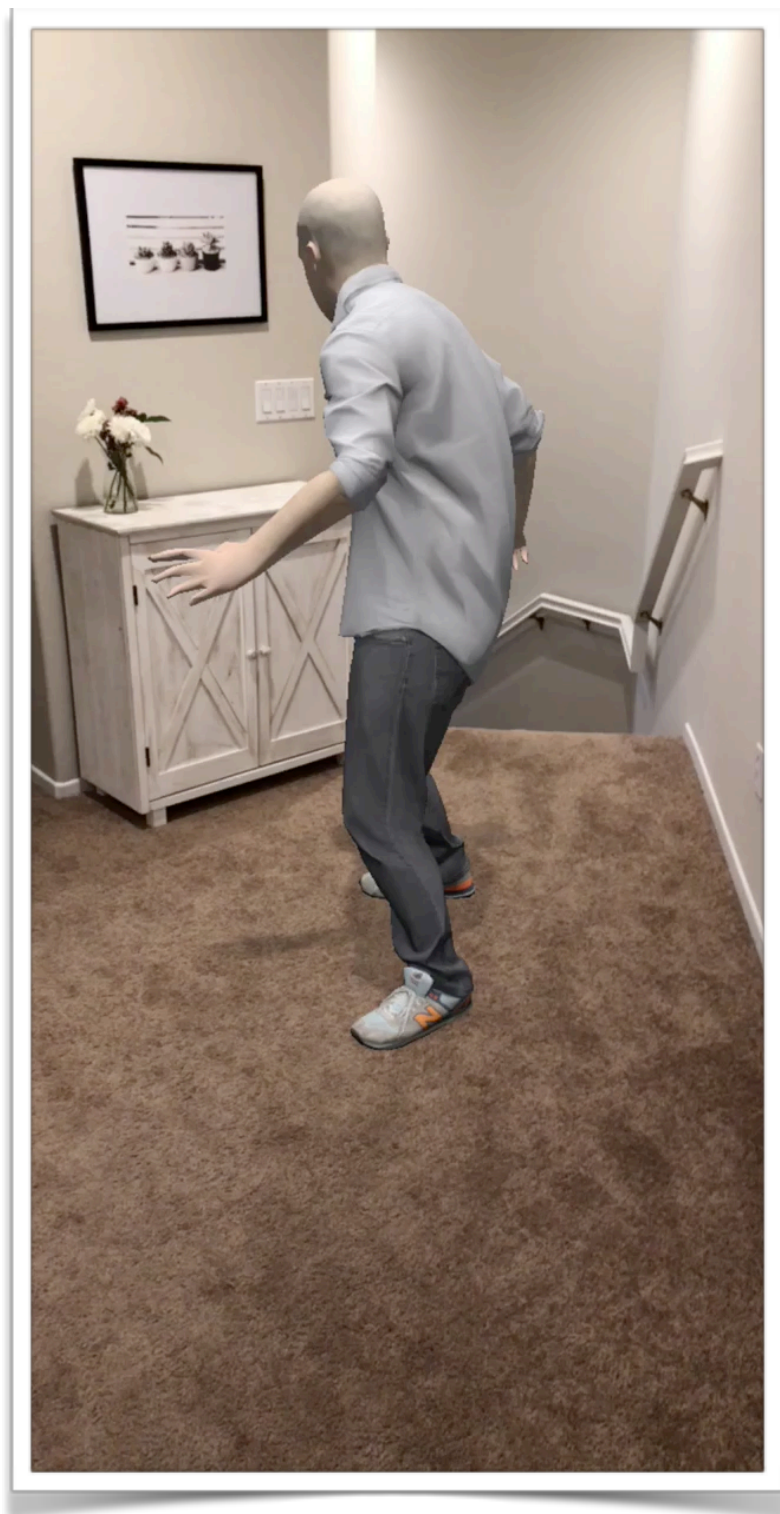


Mixed Reality	Augmented Reality	Lenses / Filters
 Microsoft HoloLens  magic leap	 	 

What Is A Lens / Camera Effect?

- Small JavaScript application
- Runs over social media app's live camera feed
- SLAM / World tracking
- Face tracking
- Additional features
 - Hand tracking
 - Machine Learning
 - Markers





LENSES VS APPS

Apps (ARKit / ARCore)

PRO

- Full power of device
- Major SDK updates
- Use existing engines /

CON

- Discovery
- Supporting both iOS/ Android
- Fragmentation

Lenses / Effects

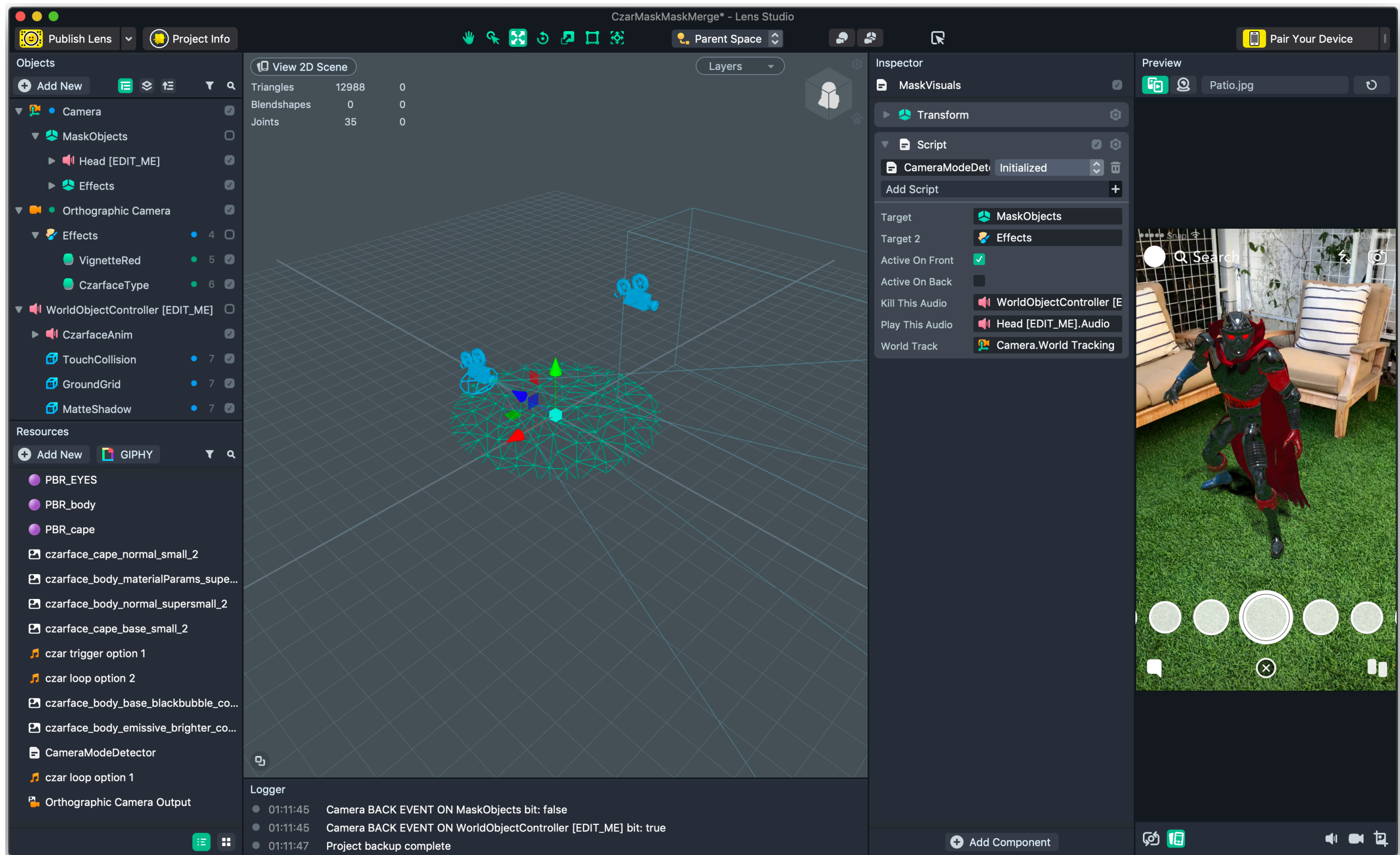
PRO

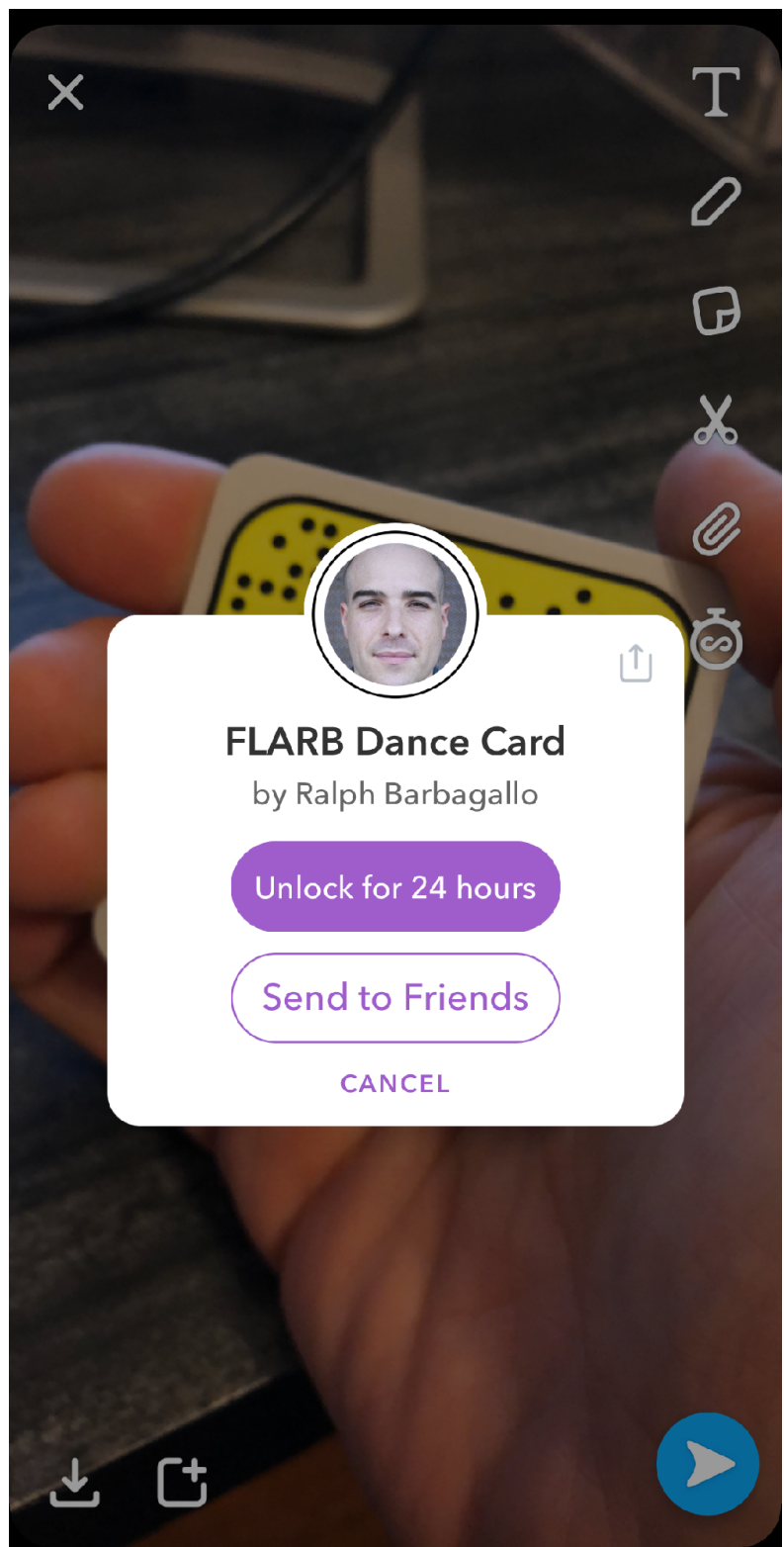
- Frictionless distribution
- Built-in virality
- No app install necessary

CON

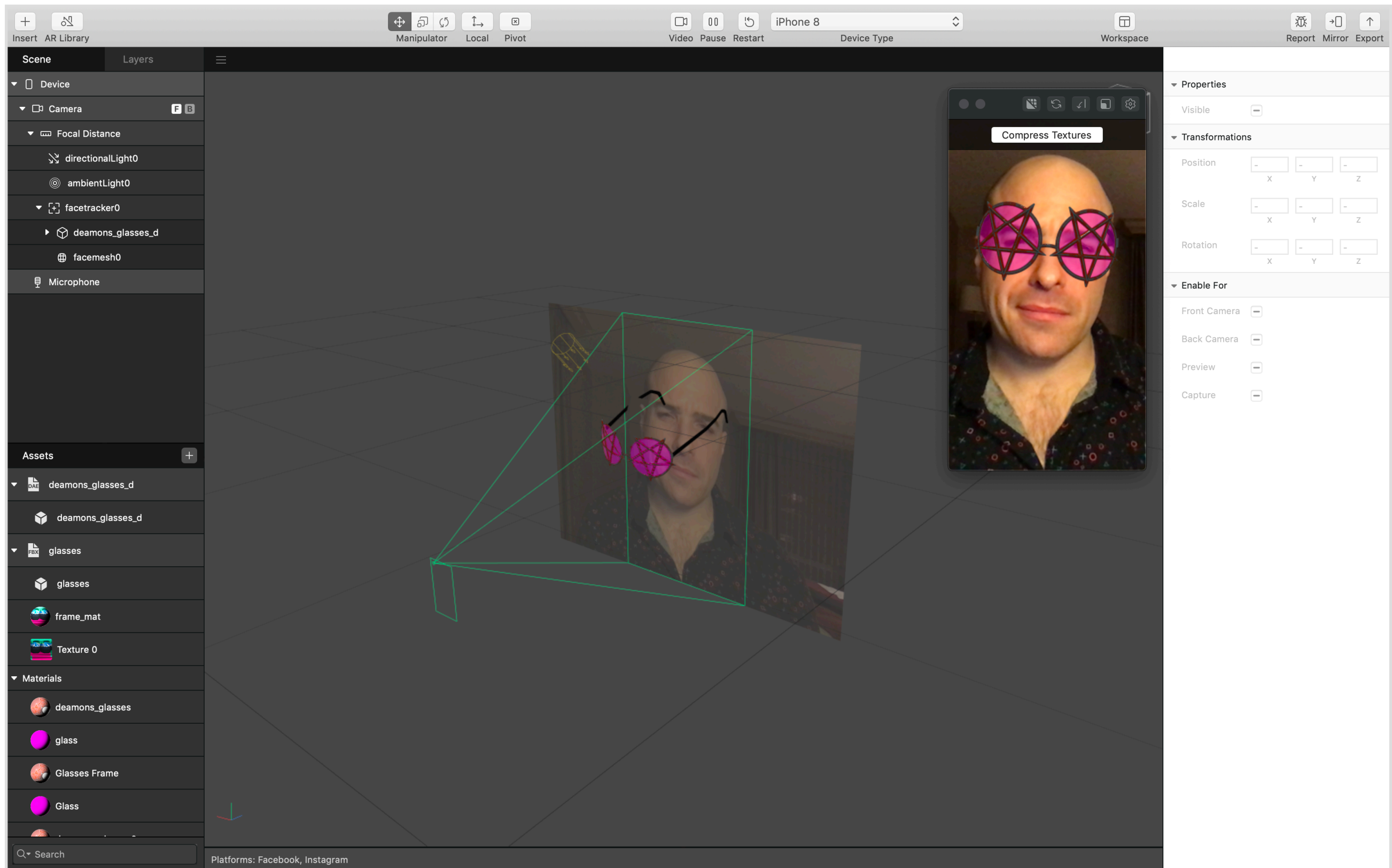
- App demographics
- Content restrictions
- Draconian size restrictions

SNAP LENS STUDIO

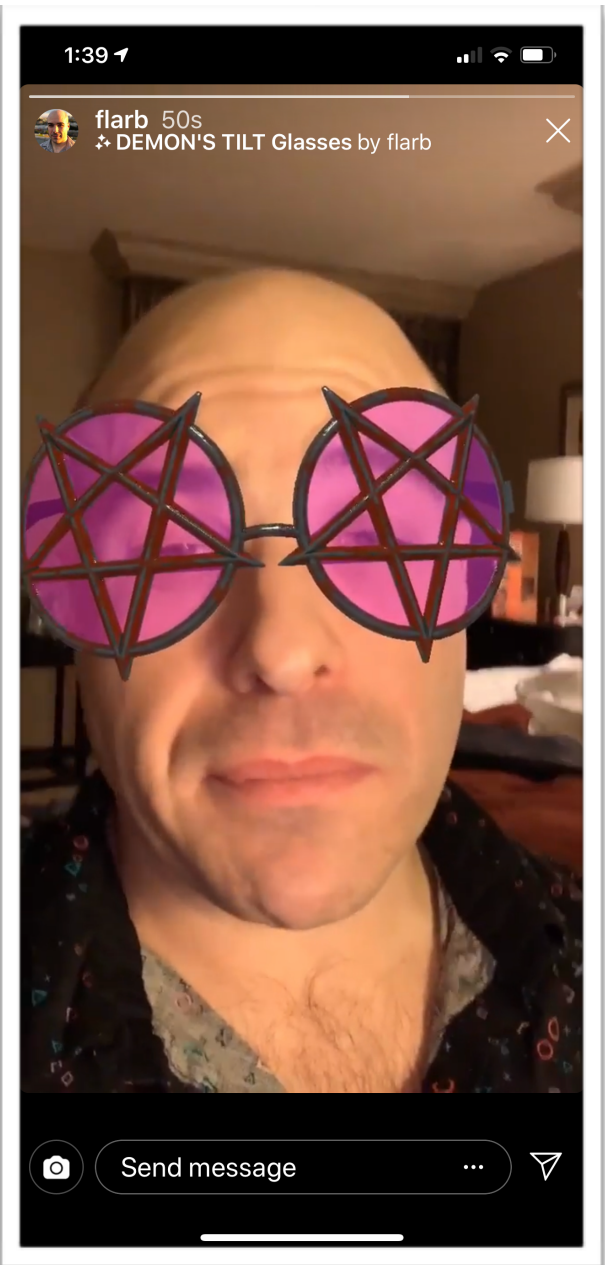
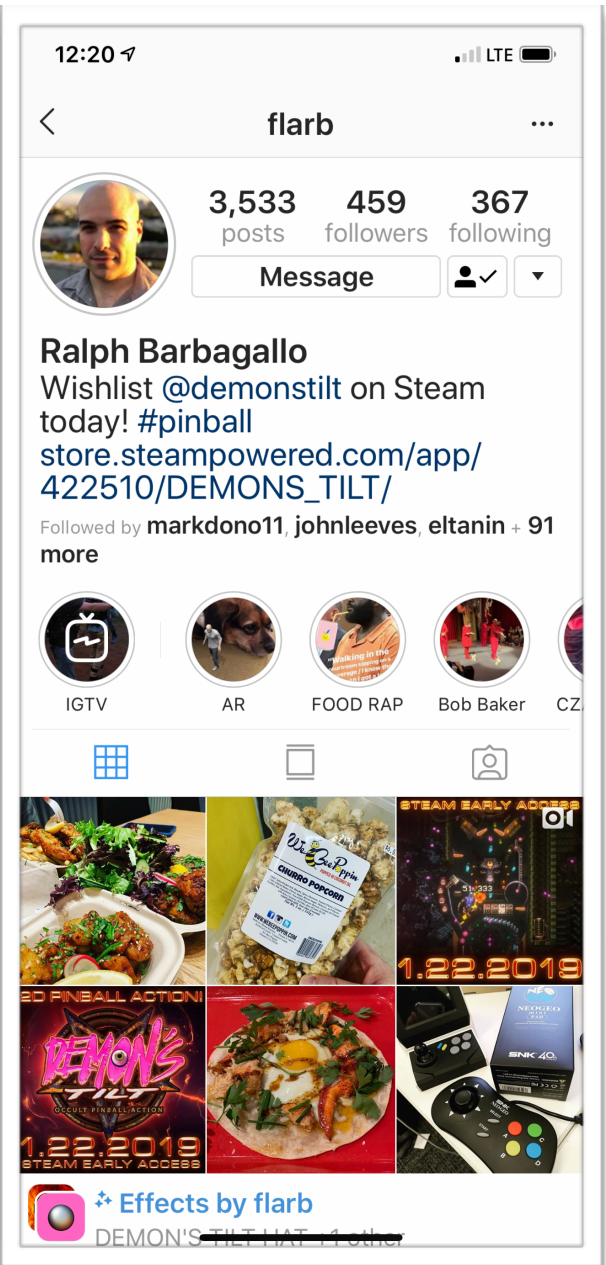
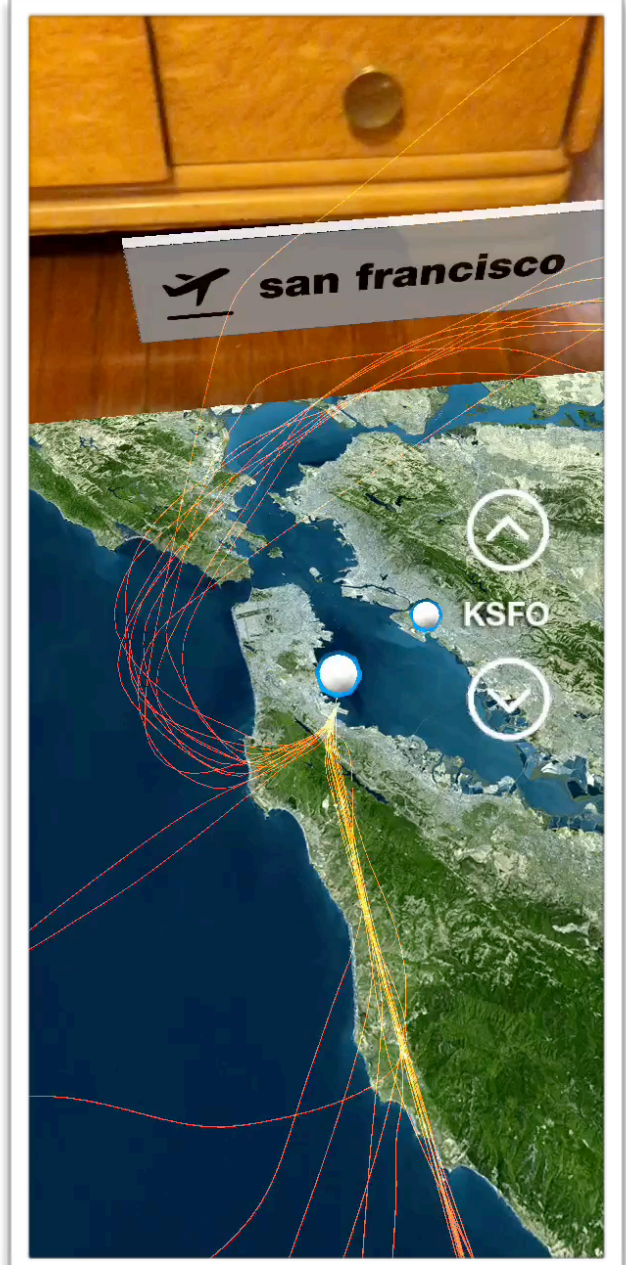




SPARK AR



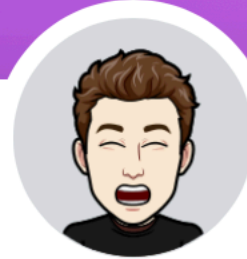
Spark AR Distribution (FB / IG)



The Power of Lenses







Bennyp3333

OFFICIAL LENS CREATOR

Ben enjoys working with computers in all aspects. He loves Lens Studio as it lets him use technology to create media that makes people smile

409.00M

Views

14.10M

Scans

16.87M

Shares

[Contact](#)



When you Smile

by Bennyp3333



6/6/2018



When you Smile

Jan 28, 2018, 1:05 PM

Live



Views[®]
301.34M

Scans[®]
11.26M

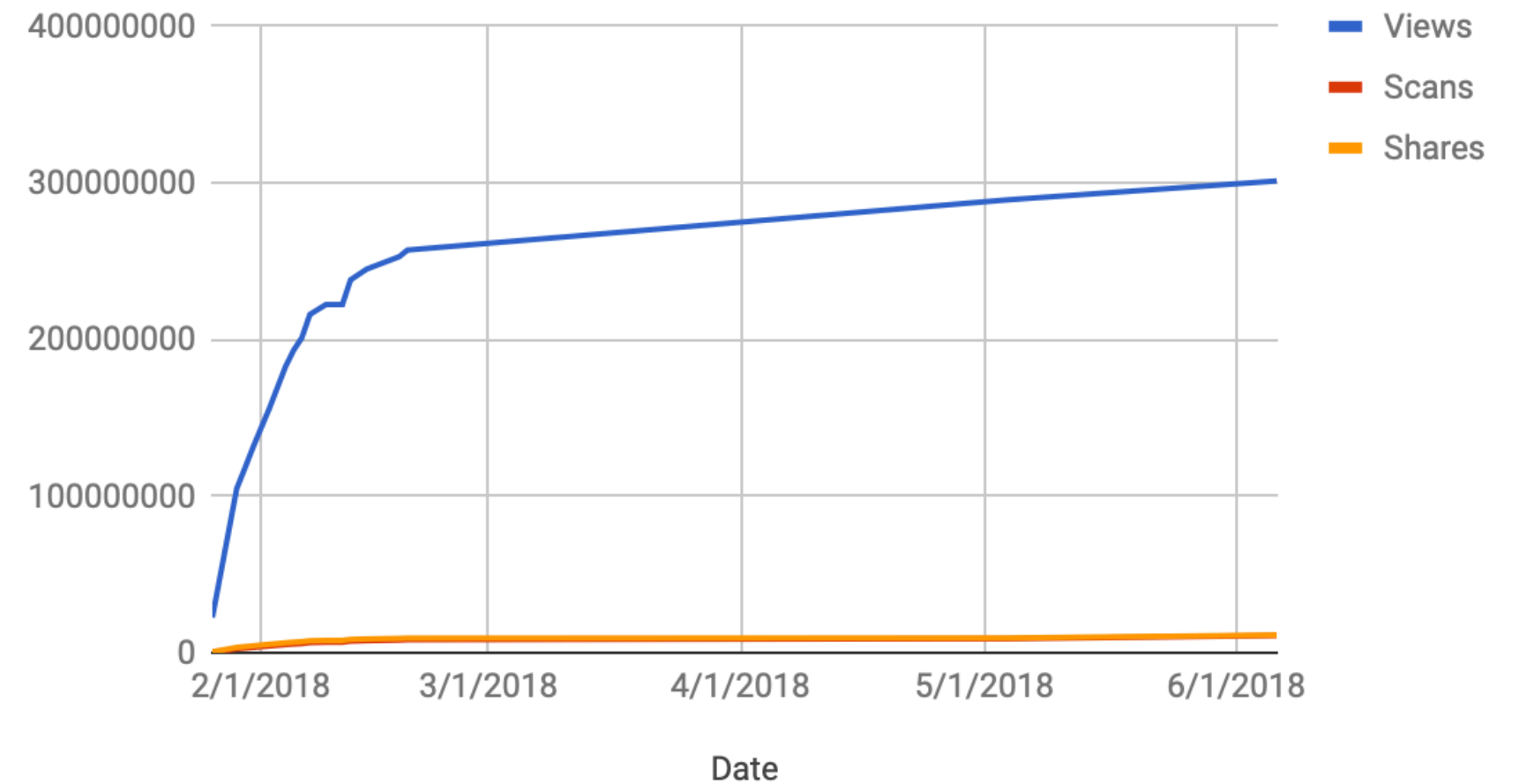
Shares[®]
11.62M

Lens ID e35c95c4-6...

Share



Views, Scans and Shares





bazzi

 @bazzi

Follow

▼

wow... my first #1 🥹



Pop Crave @PopCrave
 “Mine” by @Bazzi is now the #1 song on US Pop Radio.

10:03 AM - 3 Jul 2018

2,169 Retweets 22,650 Likes

887 2.2K 23K

1	+1	BAZZI	Mine	15845	+21
2	-1	POST MALONE	Psycho f/Ty Dolla \$ign	15744	-119
3	=	ARIANA GRANDE	No Tears Left To Cry	15007	+138
4	=	MARSHMELLO & ANNE-...	Friends	13825	+110
5	+1	TAYLOR SWIFT	Delicate	12251	+138
6	-1	ZEDD/MAREN MORRIS/...	The Middle	12151	-188



Jinnie the Wew

OFFICIAL LENS CREATOR

Passionate AR Developer and Enthusiast. Enjoys creating in all forms. determined to create amazing experiences and a few memes along the way

600.57M

Views

15.95M

Scans

22.53M

Shares

Contact



chanelpuke's tweet



Nilesey Niles Disappears

Part of a series on Black Twitter. [View Related Entries]

Updated 2 years ago by Asdfghjkl.

Added 2 years ago by Ari Spool.

☆ 28

103,487

4

14

28

About

Nilesey Niles Disappears is a photo series based on a [Vine](#) video by the comedian Nilesey Niles (real name: Niles Stewart). The photo series is often used on [Black Twitter](#) to indicate someone leaving an embarrassing situation.

Origin

On April 28th, 2015, Nilesey Niles posted the first of three successive Vine videos in which he is in a confusing or aggressive situation. In each video, he holds up a peace sign and uses a special effect to disappear. The first video in the series received 1.8 million loops, the second almost 1 million loops, and the third 1.9 million loops as of April 2016.

Meme

Status

Confirmed

Year

2015

Origin

Twitter

Tags

youtube, comedy, twitter, black twitter, meme, peace sign, disappearing, disappear, fading away, retro spectro



Disappear
by Jinnie the Wew



 Disappear

5 Aug. 2018, 8:03 pm

 Live



Snapchat Snap Camera

Views ⓘ

207.15m

Scans ⓘ

5.77m

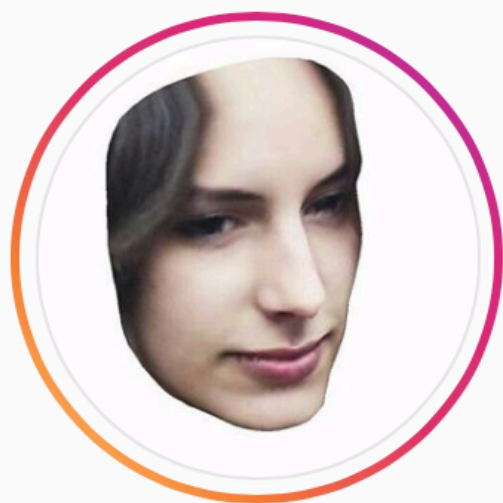
Shares ⓘ

5.57m

Lens ID 0044735b-d...

Share

...



johwska

Following



325 posts

515k followers

964 following

Johanna Jaskowska

There is no filter without you.

www.vogue.it/news/article/instagram-filtri-facciali-johanna-jaskowska

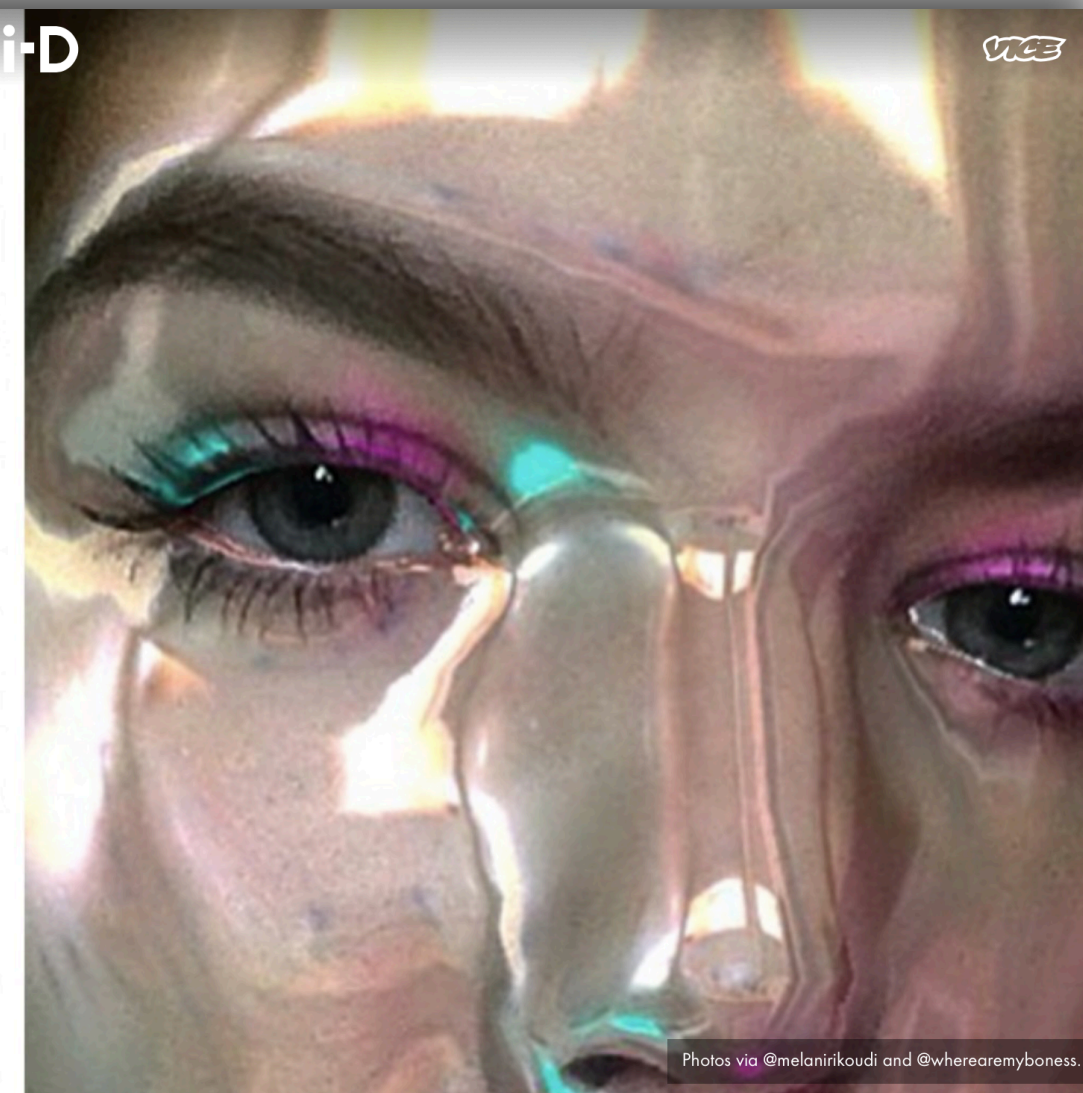
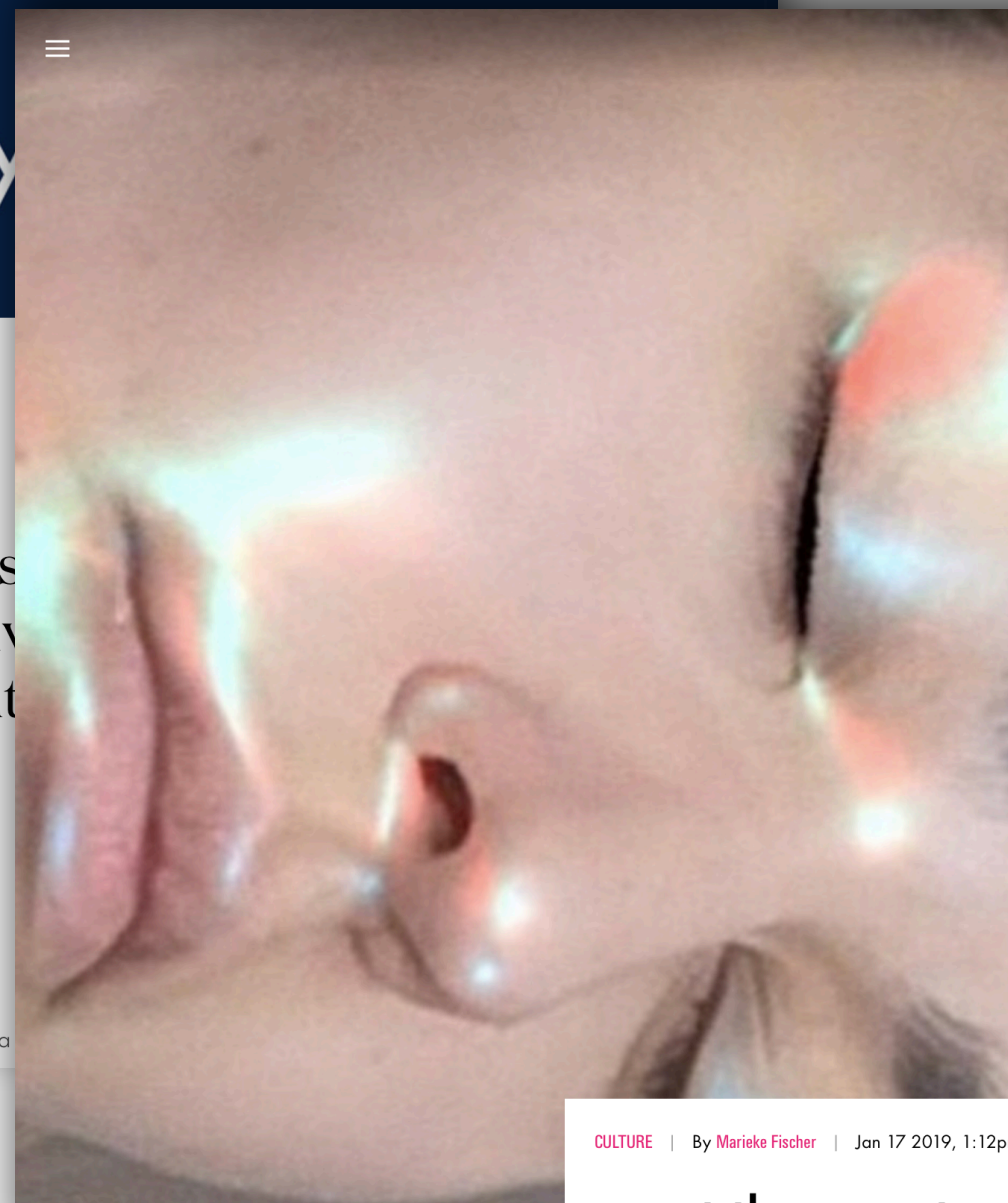
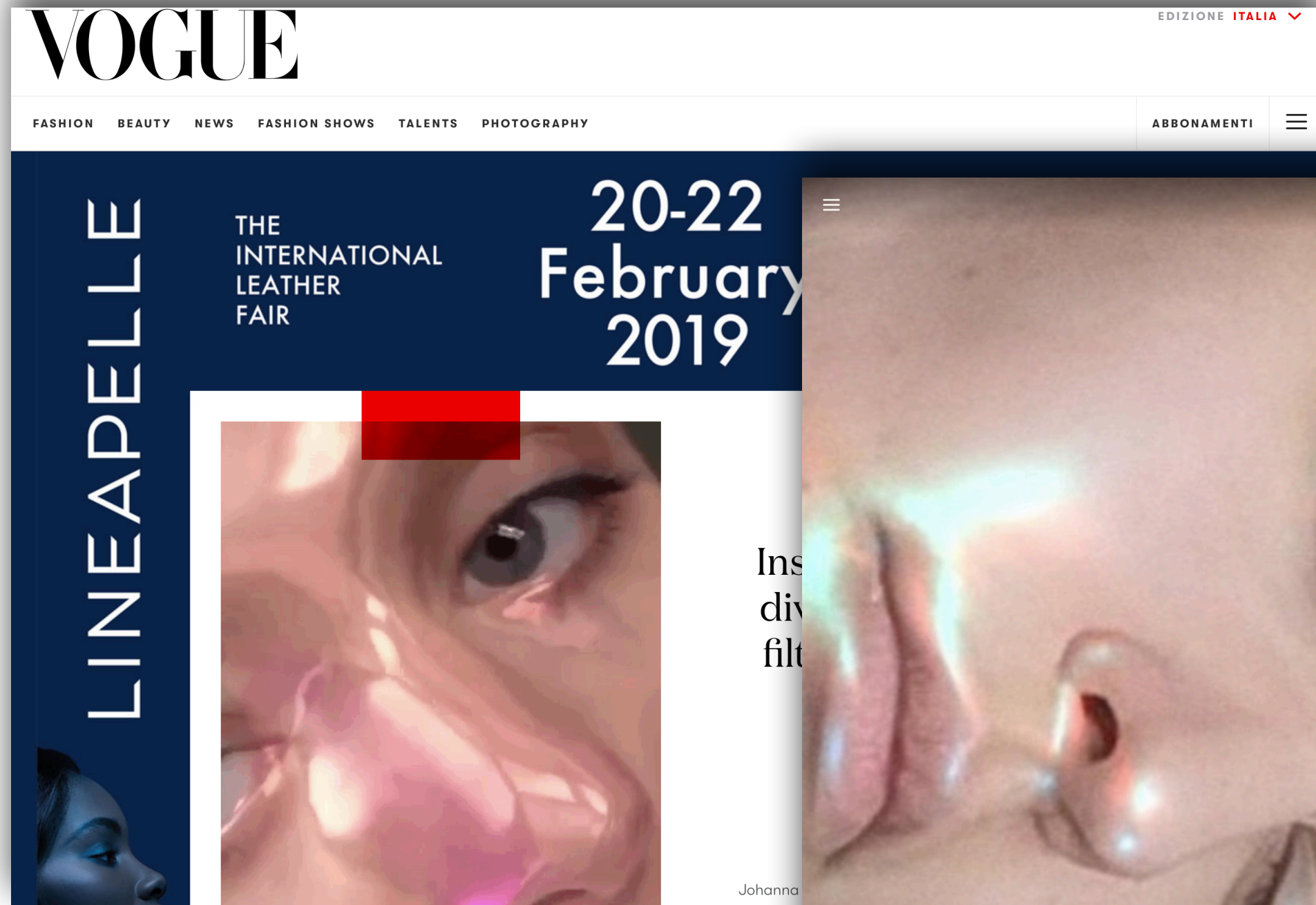
Followed by exitsimulation, arcriticcom, and egidijusuckuronis



Beauty3000

created by johwska





CULTURE | By Marieke Fischer | Jan 17 2019, 1:12pm

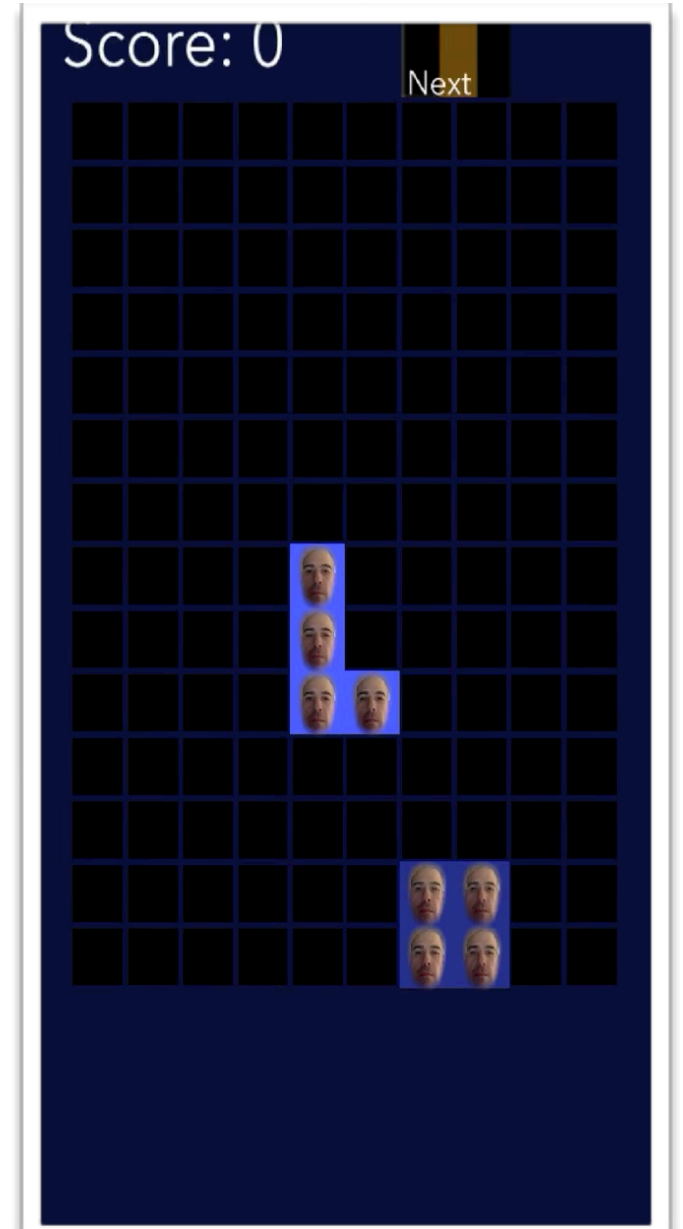
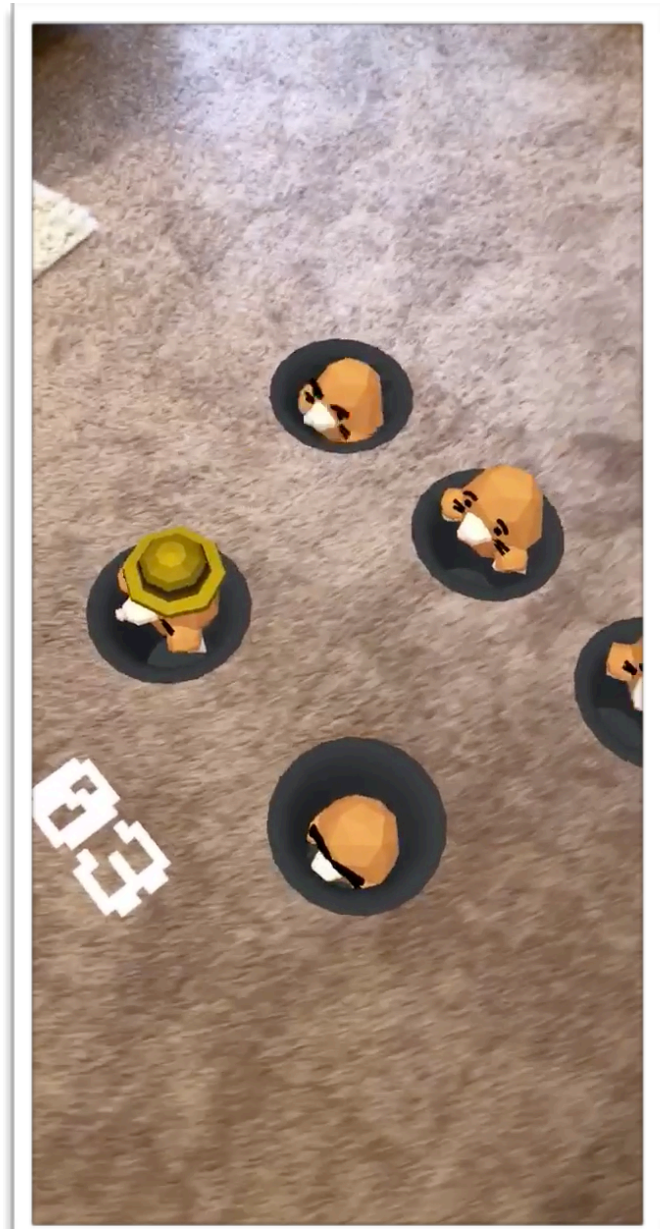
meet the creator of everyone's new favorite instagram filter



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 Beauty3000	 Actif	 Approuvé	 Instagram	211 771 539 Voir les statistiques
 1312	 Actif	 Approuvé	 Instagram	2 492 585 Voir les statistiques
 IceVen	 Actif	 Approuvé	 Instagram	3 669 279 Voir les statistiques
 TURFU	 Actif	 Approuvé	 Instagram	34 970 417 Voir les statistiques
 Blast	 Actif	 Approuvé	 Instagram	35 952 047 Voir les statistiques
 Georgina	 Actif	 Approuvé	 Facebook	-
 Zoufriya	 Actif	 Approuvé	 Instagram	18 489 982 Voir les statistiques
 Lubed	 Actif	 Approuvé	 Facebook	-
 Ron	 Actif	 Approuvé	 Facebook	-

Lens Gaming





Tik Tok



The Lens Business

- Monetization
- Ads
- Branded content
- Value-add



Thanks!

- ralph@flarb.com
- www.flarb.com
- @flarb (Twitter, Instagram)
- acknickulous (Snapchat)

