

+ OVERVIEW		Free	Plus	Business	Enterprise
- DETAIL					
Cloud studio					
Web AR / Web VR	WYSIWYG studio to create once with all types of contents and publish everywhere	✓	✓	✓	✓
Items library	Image, buttons, audio, video, static and animated 3D	✓	✓	✓	✓
Effects	Timeline, animation, light management	✓	✓	✓	✓
Standard	Youtube, contact card, Virtual portal	✓	✓	✓	✓
Cut out video	Automatic green screen removal	✓	✓	✓	✓
3D models	.obj, .fbx, .glb ( fbx and glb can be animated )	✓	✓	✓	✓
Shaders material	Phong, PBR, unlit, cel, video, mask	✓	✓	✓	✓
Module	Zoom, rotate, pan, photo capture...	✓	✓	✓	✓
Functions	Scene duplication, selfie, interactions, view simulator	✓	✓	✓	✓
Special	HTML (quizz, form, iframe...)			Add-on	Add-on
3D content					
Static 3D model	Creation of static 3D models		Custom	Custom	Custom
Animated 3D model	Creation of animated or interactive 3D models		Custom	Custom	Custom
Optimization	Optimization of existing 3D model for webAR		Custom	Custom	Custom
Anchor					
Basic anchor	XR+ image, center of mobile screen, 3 Degres Of Freedom	✓	✓	✓	✓
Advanced anchor	Custom images	✓		✓	✓
SLAM anchor	Horizontal / Vertical real work surfaces with 6 Degres Of Freedom *	✓		Custom	Custom
Face tracking	Earrings, ...	✓		Add-on	Add-on
3D model tracking	Special projects			Custom	Custom
Multi anchors	Anchorage working on up to 4 markers			✓	✓
Trigger					
Call To Actions	Teaser, message, how to, trigger, action	✓	✓	✓	✓
Advanced trigger	Scanned QR code during AR experience	✓	✓	✓	✓
3D/AR player					
Basic player	All features, brand design and help configuration	XR+	XR+ +2	50	150
Actions	Share, embed	✓	✓	✓	✓
Publication options	Embed code, landing page, teaser, email	✓	✓	✓	✓
White Label	No mention of XR+ brand			✓	✓
Template					
Generic templates	Proposed experiences you can duplicate and adjust	✓	✓	✓	✓
Configurator	Colors, texture	✓		✓	✓
Social App					
Custom development	Creation of experience on social networks		Custom	Custom	Custom
Analytics					
Basic	#views per day	✓	✓	✓	✓
Advanced	Dwell time, #views, #users,, #actions	✓		Add-on	Add-on
Hosting					
XR+ Hosting	Xr.plus web address	✓	✓	✓	✓
Custom url	Access from a external domain name			✓	✓
Cloud storage size		50 Mb	100 Mb	500 Mb	Unlimited
Support					
Email		✓	✓	✓	✓
Phone calls, webcast	During office hours (Paris time)			✓	✓
Account Manager				Custom	Custom
Options					
Geolocalization	AR maps			Add-on	Add-on
Gamification	Branded complex games (Little XR...)			Custom	Custom
Custom development				Custom	Custom
Custom integration				Custom	Custom
Consulting, training...				Custom	Custom