



WebAR markers guidelines

Web AR markers with borders

This type of markers works good on all kinds of phones not older than 2016.

Those markers have a few constraints:

They must be square.

They must have a continuous black border. And, with the marker in foreground, the background must be a contrasting color (generally, a dark versus a light color or shade). By default, the border thickness is 10% of the length of an edge of the marker.

The final constraint is that the area inside the border, which we refer to as the pattern, must be rotationally asymmetric.

The inner 80% of the marker is interpreted as the marker image. Remember that the part of the image outside the inner 80% will be ignored though, and also be sure not to extend too far into the border, or else the system might not recognize the marker at all when its at a very oblique angle to the camera.



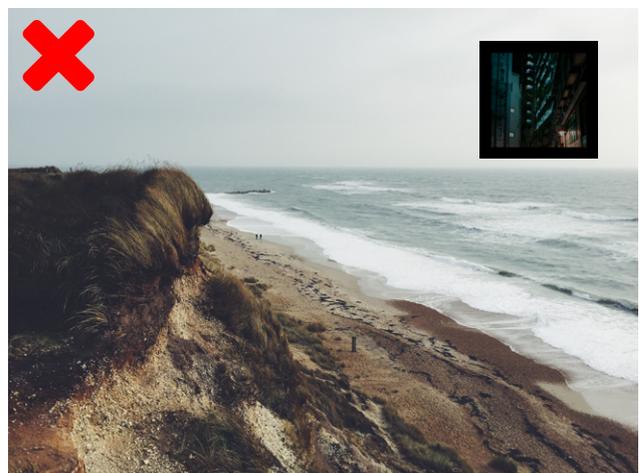
GOOD: the marker frame stands out from the background



BAD: the marker frame does not stand out from the background



GOOD: the marker image stands out from the black frame



BAD: the marker image does not stand out from the black frame

Web AR markers without borders

This type of markers do not require a dark borders, but they will be harder to track on low range phones: models with a price tag under 200 € / \$200.

Those markers also have a few constraints:

They must be square.

They work best with images that have a lot of visual features. Images that work well have:

- Many sharp angles.
- High contrast. Both color and black and white images can be used.
- Many unique features that don't repeat very often.



GOOD: lot of details and asymmetric image



BAD: too few details



Keep in mind you don't need to use the whole poster or phot as tracking pattern, sometimes using only a portion of it gives better results...

In this example, to attach a webAR scene to this photo, it would recommended to use only the centre of the photo as tracking pattern.