

ZapWorks Spring Product Releases

Q4 January - March 2023

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Meet the Team

Hear all about our product updates from the people who know them best.



Emma Moore, Product Marketing Manager

The go to on how to get the most out of our tools for your business, Emma is a fountain of knowledge on a wide range of use cases and is always on the lookout for new examples.



Dapo Ajisafe, Customer Support Engineer

A key member of our customer experience team, Dapo is here to help you get to grips with our tools and advise on your projects.

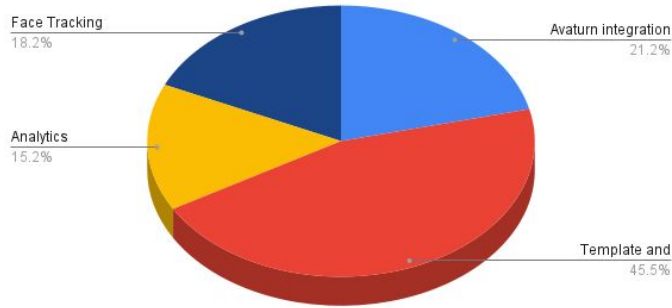


Chris Holton, Product Director

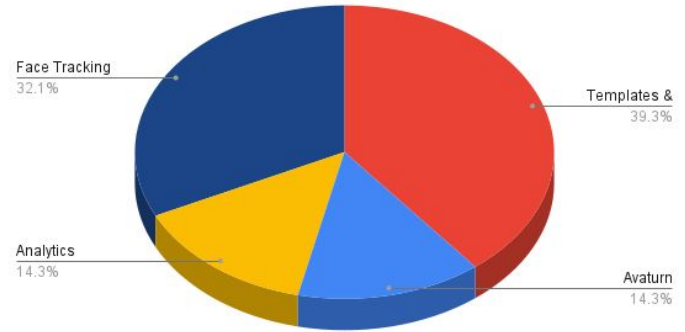
Leading our product development team Chris paints the whole picture, providing insight into new developments and where our tools are heading in the future.

Hear from our community on our latest updates

Which of these releases was most exciting for you and your teams?



Which release have you already tested out and implemented within your AR experiences?



AR Selfies

Combine face tracking with a photo capture button to encourage users to download and share AR selfies on social media.

Employer Branding

Branded face tracked experiences can be great assets for employees to share on LinkedIn, when they start, when they get promoted or celebrate a milestone.

Virtual Try-on

Combine AR Web Embed with face tracking to launch product try-on experiences from e-commerce stores.

Face Tracking

With face tracking Designer is now a complete solution for creating multi tracked experiences.

- No code or complex tools required.
- Attach elements to **12 attachment points**.
- Add photo UI, combine tracking types, add audio and animations to your scene.
- Brand your experiences and scenes with assets added to screen UI.

Employee Onboarding

Add avatars into AR experiences to introduce the company, a team or a location. Add avatars with audio or additional information.

Social engagement

Adding an avatar to AR experiences is a great way to humanize interactions in a digital space and give the social depth people are looking for.

More Personalised Print

Business cards, posters, magazines and more can be transformed with the addition of avatars. Allow the avatars to tell the story.

Avaturn Integration

Avaturn is a tool which turns 3 selfies into a photorealistic avatar with a few clicks.

- The selfies are processed with AI so no additional tools or software is required.
- Avatars can be customised with clothes, accessories and animations.
- Endless options for customization to best represent yourself or your team in the digital world.

Measurable Marketing

Group your AR experiences with the other marketing activity and material you share. Get insights into dwell time alongside traditional metrics like engagements and impressions.

Agile Campaigns

Use analytics to understand where and when people are spending time within your experience. Make changes to AR experiences to increase engagement, dwell time and impressions.

Engagement Insight

Understand how many people launch your experience, but more importantly how long they stay. Dwell time gives deeper insight into engagement.

Analytics Integration

Integrate Google Analytics or Microsoft Clarity into your ZapWorks Designer projects.

- Gather insights into impressions, engagements and shares of your AR experiences including an important metric - dwell time.
- Understand your customers better and connect the results to insights to improve performance of experiences in the future.

AR Resources made available in Q4...

We are always working to create the best resources we can to help you create more complex AR experiences with free, easy to use tools.

You can find all our documentation and tutorials here:

<https://docs.zap.works/>

You can also check out our [YouTube channel](#) for new tutorials.

Documentation

25 updated docs
Including content for new releases and digging in deeper to existing features.

Templates

3 new templates:

Interactive Business Card
Scavenger Hunt
Virtual Glasses Try on

Tutorials

3 new tutorials
Collectable Cards
Interactive Business Cards
Product Hotspots

4 email quick guides
Photogrammetry
Virtual Try on embed
Custom textures and models
Business card creator

The product roadmap...

We are always working on and adapting our product roadmap based on our customer feedback BUT Chris provided a sneak peek at what's coming up next...

We also got some awesome suggestions from our community including

Cylindrical tracking

Animation timelines

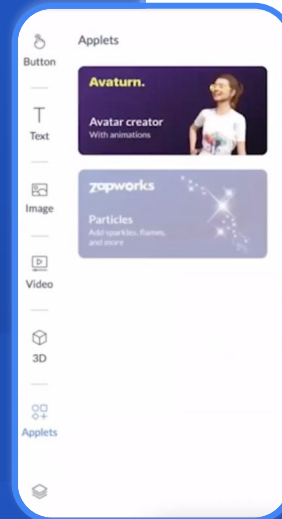
Counters (counting clicks with a scene great for quizzes!)

Upcoming...

Our 2nd Applet will be particle systems!

Including ...

Options to add Fire & Rain to your experiences.



We love to know what you think...

We want to make sure you are getting the most of our ZapWorks events, so whether you tuned in live or are catching up we'd love if you could take a minute to share you thoughts with us via the button below.

[Share my thoughts](#)



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ZapWorks Forum

Find answers and share experiences with our community

Talk to our team

Ready to see how AR and ZapWorks can transform your business, Schedule a consultation today.

Drop us a line

For any other questions or enquiries email the team at contact@zappar.com.