



Artifact - Mobile Augmented Reality browser app



'Artifact' AR app available on the Apple App Store and Google Play

An app and service that makes it easy to commission, create and distribute Augmented Reality experiences.

In the fast paced world of Augmented and Virtual reality it is becoming harder to surprise and engage audiences. Novelty has given way to a sense of familiarity with mixed reality. In order to retain that initial wow-factor, quality and interactivity is now key. Artifact delivers both with the combination of a high quality rendering engine and a level of interactivity you may not be expecting from AR.



Artifact is an iOS and Android app that allows Augmented Reality content to be distributed over the internet to your device. Users can browse and search for new content within the app or simply scan any image featuring the 'Scan with Artifact' logo to automatically trigger the download.

Where Artifact differs from existing platforms is in the scope of the possible content. The central idea behind Artifact is to create a system so powerful and flexible that you simply don't need a bespoke application. Our goal is to ensure that any AR experience that typically would be created as a bespoke app will be possible with Artifact.

"We have a lot to come in future updates," said Andrew Nye, Artifact CEO. "We have spoken with several other technology companies about integrating their services into the mobile app. We're also making good progress porting the app to wearables. So in reply to one question we were asked 'Yes, it is coming to those big cool nerd glasses.'"

As well as making this ambitious high-end interactive content possible, Artifact works alongside a CMS so that agencies and businesses can create their own template driven content. In as few as two clicks a video or image element can be attached to a trigger image for publishing.

To download the app visit ar.tifact.com/open and find example marker images at ar.tifact.com/artifacts

For more information about Artifact email ar@tifact.com or visit the website at ar.tifact.com

###

If you would like more information regarding the Artifact app or would like to schedule an interview please contact:

Andy Nye - CEO

Tel: 07595 905184

Twitter: @Artifact_AR

LinkedIn: <https://www.linkedin.com/in/andynye>