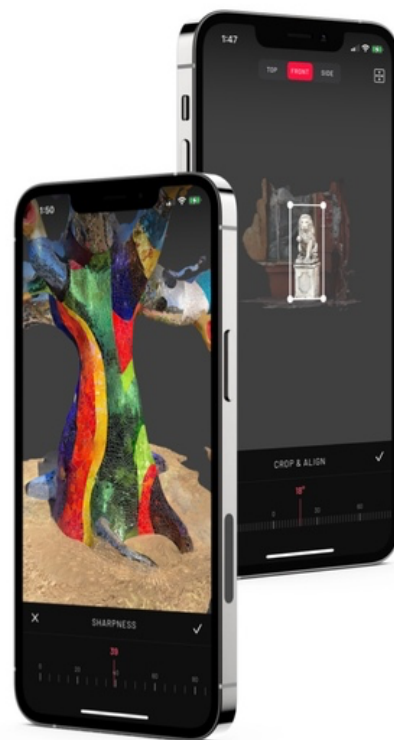


## Niantic acquires 3D mobile scanning app Scaniverse

On August 10, Niantic announced that it has acquired Scaniverse, an iPhone/iPad app for scanning objects and environments in high-resolution 3D. Niantic's goal is to build a detailed and endlessly-evolving 3D map of the world — a step they see as fundamental to enabling true, rich augmented reality experiences if/when the world ever embraces something like AR glasses.



Source: Techcrunch

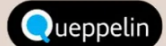


Source: Business Today

## Byju's acquires AR startup Whodat

Ed-tech giant Byju's has acquired augmented reality (AR) startup Whodat for an undisclosed amount. Although full terms of the deal remain unknown, the companies have confirmed that the entire Whodat team and their proprietary computer vision platform have been acquired to accelerate product development in key areas. This shows the need of AR in the EdTech Industry.

## Featured articles



# Augmented Reality in Packaging

[f @queppelin](#) [t @queppelin](#) [y @queppelin](#)

## Improving the brand value while attracting more eyes

AR in packaging definitely garners more attention and engages customers to a greater degree. After the customers scan the QR code on the packaging, they associate with the brand on an emotional level having known the brand story.

## AR in packaging is easy to use and deploy

The marketing campaigns can deliver different experiences in the customer journey because you don't have to repackage your whole product. Only change the campaign, the QR code and deploy it. So no extra packaging costs for new marketing campaigns.

## ML based Audio Spectral Imaging and Genre Classification

Queppelin has developed a Machine Learning based application to do this which eliminates manual intervention and automates the process completely making the operation fast to process millions of songs.

[Learn More](#)