



Definitions and Terminology

Dashboard

Viewers - Total users

Renders - How many times an Augmented Experience is Triggered.

Interactions - How many times a user engages with an Augmented Experience.

Create - Create a new Bundle Project.

Bundle Projects - Collection of Bundles

Quick Edit - Change the Title and Description.

Remove - Delete the Bundle Project.

Bundle Projects

Bundle Project Type - A collection of related Augmented Experiences within a Bundle Project that a user downloads to their device. Think of a Bundle as a book, Augmented Experiences as chapters, and Assets as the pages within.

Image Marker Bundle Project - The Augmented Experiences and Assets within this Bundle Project will be triggered by an Image Marker. This can be an image of a page, sign, menu, instruction guide, and other printed or digital images, or objects (in some cases). The user will point their camera at this Image Marker in order to Trigger the Augmented Experience.

Tour Bundle Project - A Tour Bundle's Augmented Experiences can be Triggered by Image or GeoFence Markers. When a user walks within a GeoFence, the corresponding Augmented Experience is Triggered. Tour Bundle Projects also include more information about each tour location and a map of where to go. The app will also track which locations a user has been to and congratulate them on finishing the tour with a Toast Screen.

Enter Bundle Project Name - This is the title of your Bundle Project and will display in a number of places on the App. The Bundle Name can be revised after deployment.

Enter Bundle Description - This will describe what the Bundle Project is about or trying to accomplish. The Bundle Description will show in the Details Screen on the app. The Bundle Description can be revised after deployment.

Experiences Screen

Create, edit, and deploy (share and publish) Bundle Projects and Augmented Experiences. Simply by dragging-and-dropping images, videos, and other Assets, and toggling on/off tabs and sliders, anybody, anywhere can be augmented reality creators without a single line of code.

Image Marker - An Image Marker triggers an Augmented Experience. It can be changed after deployment under the “Trigger” tab.

Experience Name - This is the title of your Augmented Experience and will display on the Experience Screen on the app. The Experience Name can be revised after deployment.

View Marker - Allows a user to see the Image Marker for the Augmented Experience. Good for testing multiple experiences in one place after deployment.

Edit - Opens the Experience Editor screen

Remove - Delete the Augmented Experience from the Project Bundle

Experience Editor Screen

The Experience Editor is where users can add and edit each individual Augmented Experience and the Assets within it.

Assets - An Asset is digital content that the user will interact with on the BUNDLAR app. Each Tier level will feature more Asset types. Currently, Video, Label, 3D Model, Button, and Media Player are the Assets available on the CMS. Each Asset will feature a series of options to customize it to a user’s needs.

Videos - Videos are uploaded into the CMS as MP4s. Select a variety of options on the CMS to customize a Video to the user’s needs. All Videos can be paused/played by tapping them once.

There are two Videos Types:

1. Anchored (default) - A Video that is attached to an Image Marker. This means the user is required to keep their device camera pointed at the Image Marker for the Video to play and for them to interact with it.

2. Fullscreen - A Video that is attached to an Image Marker. This means a user is required to keep their device camera pointed at the Image Marker for the Video to play and for them to interact with the Augmented Experience.

Experiences Editor Screen Cont.

Asset Name - This is for your reference on the CMS and won't show on the app

Options - Customize the Video with simple toggle on/off switches, sliders, and mouse controls.

Allow Fullscreen Toggle (On) - Will allow an app user to to maximize an Anchored Video to Fullscreen mode by double tapping the video. They may exit by doing the same or clicking the minimize icon in the bottom right hand corner of the Fullscreen Video when it is paused.

Allow Fullscreen Toggle (Off) - The video will remain Anchored to the Image Marker without any ability to make it Fullscreen

Auto-Play (On) - The Video will automatically play when the Augmented Experience is Triggered

Auto-Play (Off) - The Video will automatically play when the Augmented Experience is Triggered

Display Playback Controls(On) - Videos will display controls at the bottom of the video (play, pause, fullscreen, download)

Display Playback Controls(Off) - The controls will be hidden. Perfect for Chroma Key (green screen) Videos.

Media Save (On) - Allows users to save Videos directly to their device

Media Save (Off) - Users will only be able to view the Video and not save it

Thumbnail - The image that is displayed on the Video before it is played

Position - Move an object or asset around the canvas

Rotation - Rotate an object or asset around the canvas

Scale - Increase or decrease size of an object or asset

Advanced-Chroma Key - This is another term for the Green Screen Effect. Upload a Video with a green background and enter the corresponding HEX#.

Experiences Editor Screen Cont.

Layer - Use layers to add additional assets above or below existing assets.

Fullscreen Start State - As soon as the Image Marker is recognized, a Video or 3D Model will “take over” the screen into a fullscreen mode. A video will enlarge to a 16:9 aspect ratio (landscape), while the 3D Model will appear in empty space. A user will no longer have to point the AR Camera at the Image Marker.

* In Settings > App Settings > Toggle Fullscreen Start State

Buttons

A Button is a 3D Model that when pressed will launch a Website, . Most Buttons are “flat” 3D Models. Select a variety of options on the CMS to customize a Buttons to the user’s needs. Please see the BUNDLAR Tech Specs, Step-by-Step Guide, and Best Practices Guide for more information about Buttons.

Asset Name - This is for your reference on the CMS and won’t show on the app

Creating a Button to Experience - Upon clicking this button, it takes the user to another AR experience like a fullscreen Video.

Creating a Button to Website - After clicking this button, it takes the user to a website. This can be a landing page or a PDF to download.

- Enter the link to the website (with the https:// included)
- You cannot change the website link after the button is created
- Upload a 3D Model (.fbx file) for your button
- You may convert any .jpg or .png into a .fbx 3D Model using BUNDLAR’s FBX Converter Tool (link to a third party application where you can do that here)

Button to Layer - Upon clicking this Button, it toggles the selected Layer’s Assets on or off

- You must have an Asset already on a new Layer in order to create this Button type

Custom Model - A 3D Model (fbx file) that will be used as your button LINK TO TECH SPECS

- Click “Custom Model” and “upload file” and use a .fbx file from your hard drive or the Media Library to represent the button

3-D Models

3D Models can be animated and interactive, but must be in fbx format. Select a variety of options on the CMS to customize a 3D Model to the user's needs. These models are completely immersive experiences, perfect for "product explosions" and other 3D rendering training or learning solutions.

Please see the BUNDLAR Tech Specs, Step-by-Step Guide, and Best Practices Guide for more information about 3D Models.

Create - Upload an fbx model.

Asset Name - This is for your reference on the CMS and won't show on the app

Options

Allow Fullscreen - Will allow an app user to double tap a 3D Model to launch Fullscreen mode -- the 3D Model will appear in empty black space and won't require the user to keep aiming their AR Camera at an Image Marker. They may exit Fullscreen by doing the same or clicking the minimize icon at the bottom of the Fullscreen UI.

- Look at Settings to change Position/Rotation/Scale ([link to settings](#))
- Settings: Fullscreen Start State

Position - Move an object or asset around the canvas

Rotation - Rotate an object or asset around the canvas

Scale - Increase or decrease size of an object or asset

Advanced-Settings

Fullscreen Start State - As soon as the Image Marker is recognized, a Video or 3D Model will "take over" the screen into a Fullscreen mode and will appear in empty space. A user will no longer have to point the AR Camera at the Image Marker.

- In Settings then App Settings
- Toggle Fullscreen Start State

Please see the Settings section for details on how to control 3D Model interaction (move, rotate, scale) settings.

Media Player

A Media Player is often used where a physical location doesn't have a space for additional information to be posted like on tours or in museum exhibits. Place Video, Audio, or an Image at the top of the Media Player, title, subtitle, and body copy in it, and an optional link to a website.

Please see the BUNDLAR Tech Specs, Step-by-Step Guide, and Best Practices Guide for more information about Media Player.

Media - Video, Audio, or Image images files are placed at the top of the Media Player and can be enlarged to Fullscreen when a user taps on them twice. Repeat to exit Fullscreen.

Inspector - The Title of your Media Player

Details

Title - The Title of your Media Player

Subtitle - This smaller title will appear below the Video, Audio, or Image.

Body - This is the body copy for the Media Player

Background Color - Change the color using the palette or Hex # tool

Text Color Change - Change the color using the palette or Hex # tool

External Link - Link to external website

Media - This is the Video, Audio, or Image at the top of the Media Player

Thumbnail - Prior to a Video being played, this image will show

Background Image - Instead of a color, input an image to create a themed background on the Media Player

Logo - Above the Video, Audio, or Image, place a logo or image to brand the Media Player further

Display Playback Controls - If toggled on, Videos will display controls at the bottom of the video (play, pause, fullscreen, download)

Allow Media Save - If toggled on, users will be able to save Videos to their device

Layers

A Label allows a user to open up a digital information bubble with a title, body copy, and an optional link to a website. Bubbles can be customized with different color schemes and an image. Labels can be placed on any other Asset. Labels are perfect for placing more information literally on a 3D Model or on page.

Asset Name - This is for your reference on the CMS and won't show on the app

Colors - Color of the label and the text on the label (palette & Hex #)

Details - Text that appears inside of the the label

External Link - Creates a button at the bottom of the label that will take them to this link

Media - Picture that is on the label before it is opened (if you choose "Toggle Open")

Options - Toggle open - ON shows an image to open the label and OFF keeps the label showing

Please see the BUNDLAR Tech Specs, Step-by-Step Guide, and Best Practices Guide for more information about Labels.

Deleting An Asset

You can delete any Asset from the Assets tab by opening the More Options button and selecting Remove.

Layers

An Augmented Experience can have many Layers in it with different Assets. Layer One contains the primary set of Assets. A user can open another Layer by pressing a Button. Think of a Layer like the “pop-up” in a pop-up book. It adds more digital information/content to the Augmented Experience the user is interacting with. Tapping the same Button again will close the Layer that it opened. You can have multiple Layers open at once.

- **How you can use layers** - Layers can hide or show assets
- **Buttons with layers** - Create a button to access different layers
- **Adding a layer** - Layers are an option in the properties of every asset

Trigger

Change the Image Marker at any time after deployment. Click the “Open In New Tab” button to test the Image Marker in a new window. Image Markes must be jpgs.

- **Click Image Marker to enlarge the image in the CMS**
- **Change Image Marker** - Click “Change Image” and select an Image from your hard drive to replace it. A new Image Marker will change what Triggers the AR camera to display the Augmented Experience. You may replace an Image Marker at any time.
- **Open In New Tab** - View the Image Marker in a new tab. This is helpful for testing or downloading the Image Marker.

Please see the BUNDLAR Tech Specs, Step-by-Step Guide, and Best Practices Guide for more information about Trigger Types.

Properties

This is where you can edit each Asset individually. Please visit the Assets section to learn more about editing them.

Settings

An Augmented Experience can have many Layers in it with different Assets. Layer One contains the primary set of Assets. A user can open another Layer by pressing a Button. Think of a Layer like the “pop-up” in a pop-up book. It adds more digital information/content to the Augmented Experience the user is interacting with. Tapping the same Button again will close the Layer that it opened. You can have multiple Layers open at once.

App Settings

Start State

- **Default** - The Asset is “anchored” to the Image Marker or GoeMarker in open space and requires a user to keep their AR camera pointed at the Image Marker.
- **Fullscreen** - The Asset is placed in empty space, removing the need for a user to keep their AR camera pointed at an Image Marker. This Start State is used for Videos and 3D Models.
- **Description** - The description for the Augmented Experience. Let the app user know what the experience is about or trying to accomplish.
- **Move Settings** - Move a 3D Model on a BUNDLAR app. Choose which axis it moves on and the speed it moves.
- **X, Y, Z Axis** - Which axis the 3D Model is moved on the app screen
- **Speed** - How fast the 3D Model is moved on the app screen
- **Rotation Settings** - Rotate a 3D Model on a BUNDLAR app. Choose which axis it rotates on and the speed it rotates.
- **X, Y, Z Axis** - Which axis the 3D Model can be rotated on the app screen
- **Speed** - How fast the 3D Model is rotated on the app screen
- **Scale Settings** - Scale or “Pinch-to-Zoom” to make the 3D Model smaller or bigger
- **Allow Min Scale** - Create a limit on how small the 3D Model can get
- **Allow Max Scale** - Create a limit on how big the 3D Model can get
- **Speed** - How fast the 3D model is scaled

Editor Settings

- **Display Grid** - Turn on/off the grid lines on the Editor
- **Mouse Mode** - The Editor can be manipulated by a mouse or trackpad.

Deployment

After creating or editing your Bundle Project, deploy it to a BUNDLAR app. You can deploy a Preview Bundle or Published Bundle. Share a Bundle Project with coworkers by inviting selected email addresses to experience it first. After finalizing the Bundle Project, Publish it for the world to view on a BUNDLAR app.

- **Deployment** - Deploy a Bundle Project as a Preview Bundle or Published Bundle to a BUNDLAR app.
- **Bundle Code** - This code will download the Bundle Project from the cloud to the user's device. The code must be at least six characters long and contain no special characters. The system will automatically place the code in CAPSLOCK.
- **Preview Bundle** - Deploy the Preview Bundle and share with selected emails address before Publishing the Bundle Project.
- **Generating a QR code** - After a Preview Bundle is deployed a QR Code is automatically generated. This QR code will direct user's to the Google Play or the App Store if they don't have the BUNDLAR app, or it will take them directly to the app with the corresponding Bundle Code inputted into the app already.
- **View QR Code** - Download SVG file format of the QR Code

Publish

- **Public** - anyone can view
- **Private mode** - require an account
- **Private mode** - email login

After Deployment

- **View Bundle Project on BUNDLAR app.**
- **Bundle Projects can be edited and redeployed as many times as you want. If you make an edit to your bundle, you must deploy again for the edit to appear on the app.**

Properties

Share the Bundle Project with selected email addresses prior to Publishing it to the world. Perform quality control checks and make edits after feedback from colleagues. When ready, deploy a Published Bundle to the world.

Invite People

- **Email Address** - Enter the email addresses of the people you want to share the Bundle Project with. Please note you will need to enter your email address, as well, to access the Bundle Project on the app.
- **People** - The list of email addresses invited to the Preview Bundle

More Options

- **Disable** - Remove email address from Preview Bundle

Analytics

- **Download JSON** - Every interaction in Augmented Reality is tracked. Download a JSON Data Dump and run it through any logarithm to find the specific analytic points that are critical to your Bundle Project goals.
- **Bundle Project Selection** - Choose which Bundle Project you want to explore further
- **Reset Filter** - View all Project Bundles
- **Date Selection** - The timeframe the data was collected - can be recent or over the entire lifetime of the bundle

Overview

- **Viewers** - Total users
- **Renders** - How many times an Augmented Experience is Triggered
- **Interactions** - How many times a user engages with an Augmented Experience
- **Interactions (All Bundles)** - See how many user Interactions by each Bundle Project and Date Range
- **Interactions (Experiences)** - See how many user Interactions by each Augmented Experience and Date Range
- **Viewers (OS Device)** - How many people have viewed each Bundle Project or Augmented Experience and which operating system they are using

Media Library

Store and access your Assets such as 3D Models, Videos, and Image Markers all in one place.

- **Images**
- **3D Models**
- **Videos** - Pause/Play, Fullscreen, Volume, Download, Delete
- **Audio** - Pause/Play, Volume, Download, Delete

Account

- **Resetting your password** - Change your password
- **Changing your full name / business name** - Update or change your name and business name

BUNDLAR Application

Download each Bundle Project from the cloud with a Bundle Code or correlating QR Code. Access Saved Bundles and interact with Shared Project Bundles from the More Options Button.

Bundle Code

- Manually type the Bundle Code to download the Bundle Project. Not case sensitive.
- Use the QR Code Reader by aiming it at the corresponding QR Code. The Bundle Code will automatically populate with the correct Bundle Code.

More Options Button

- **Saved Bundles** - Previously downloaded Project Bundles will remain saved in the app. Access them by choosing from a list on the Saved Bundles Screen.
- **View Preview** - Prior to being Published, users can share Bundle Projects through an email invite system. Access these Shared Bundle Projects through the View Preview Screen.

Saved Bundle Screen

The Saved Bundle Screen allows users to quickly select and enter Bundle Projects they have previously downloaded to their device. Since the Bundle Project is already downloaded on the device, a user will quickly enter into it after pressing the download button. Access the Saved Bundle Screen via the More Options button in the upper right hand corner of the Bundle Code Screen and click the Bundle Project to download.

View Preview Screen

This screen allows for a chosen user, through an email account, to test and review a Preview Bundle before it is published live to the world. This gives companies or universities the opportunity to do quality control on Preview Bundles.

- On the Bundle Code Screen, access the View Preview Screen by clicking the More Options button in the upper left hand corner
- Create an account using the same email the Preview Bundle was shared with
- Enter the Bundle Code or use the QR Code Reader to download the Preview Bundle to test

Augmented Reality Camera Screen

Aim AR Camera at an Image Marker to Trigger the Augmented Experience. If the Trigger is a GeoFence Marker, simply walk into that GeoFence with the BUNDLAR app open.

More Options Button

- **Experiences** See what Augmented Experiences are part of the Bundle Project. Each one will have its own Title and Description to better educate the app user about each Augmented Experience.
- **Details** - See what Augmented Experiences are part of the Bundle Project. Each one will have its own Title and Description to better educate the app user about each Augmented Experience.

Augmented Experience

Each Asset in an Augmented Experiences has a unique series of options for a user to interact with them. Please visit the Assets section to learn about those features.

Asset Types

- **Button**
- **Video**
- **Audio**
- **3D Models**
- **Media Player**

