Facebook’s Camera Effects Platform Is Now Spark AR

Facebook introduced its Camera Effects Platform at its F8 conference in April 2017 as a way to bring augmented reality to the cameras in people’s phones, rather than to separate devices, such as glasses. On Friday, the social network announced that it is renaming the platform Spark AR and expanding it on Instagram. Facebook announced… https://www.adweek.com/digital/facebooks-camera-effects-platform-is-now-spark-ar/