AWE
Augmented Web Experiences
support@awe.media
https://awe.media

Custom Branding Starter Guide

THE COMPLETE GUIDE FOR BRANDING YOUR AWE WEB AR PROJECT

AS YOUR OWN & REMOVING ALL AWE REFERENCES

THIS VERSION RELEASED MARCH 11, 2021

PREPARED FOR

AWE projects with the Custom Branding Pack applied.

Download the most up to date version of this document at:
https://awe.media/support/custom-branding-guide

or scan:

To add a Custom Branding Pack and remove all AWE branding from your project contact support@awe.media

See pricing at https://awe..media/#pricing

Put your brand first with Custom Branded webAR and the AWE platform.

awe

AWE Custom Branding
Starter Guide
Version: v1
March 2021

CUSTOM BRANDING
STARTER GUIDE

+

Make sure your brand message is the first thing your audience sees. Don't let any webAR platforms get in your way!

awe

1 **Introduction**

Create rich, immersive & custom branded Augmented Reality experiences with an easy to use web editor & API.

AWE is the original webAR platform powering Agencies, Creatives & Brands.

Read more on our long history of creating webAR.

This guide provides the information you need to quickly and cost effectively set up your own Custom Branded webAR project using the AWE platform. Think of it like white-labelling your webAR experience with your or your customers' brands and removing all reference to **AWE**.

If you have any questions or need any help please contact **support@awe.media**.

We ♥ helping you create AWEsome webAR!

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Getting started with AWE

SETTING UP YOUR FIRST AWE PROJECT

GETTING AWESOME SUPPORT

ADDING THE CUSTOM BRAND PACK TO YOUR PROJECT

WHAT'S INCLUDED IN THE CUSTOM BRAND PACK?

2 Getting started with AWE

SETTING UP YOUR FIRST

AWE PROJECT

The very first thing you need to do is create an AWE project. You can set up a free trial at **https://try.awe.media** and get started in less than a minute. This gives you a working AWE project you can use to test and evaluate.

When you're ready to take the next step, enter your credit card details to activate your account. This will unlock any additional features you need. You can see our prices on our website at:

https://awe.media/#pricing

AWE doesn't have lock-in contracts, just month-by-month recurring payments so you have control over when your project starts and finishes, whether it's a month long or a year long campaign, or longer!
We'll walk through these options in detail below.

GETTING AWESOME SUPPORT

If you need help at any time please contact support@awe.media and our support team will provide you with the information you need.

We're proud of the quality of our support and we hope you'll be pleasantly surprised with how helpful we are.

ADDING THE CUSTOM BRANDING PACK TO YOUR AWE PROJECT

The Custom Branding pack lets you remove all AWE branding from your project so you can ensure your brand, or your customers' brand is the first thing your audience sees. You make sure this is the focus of your whole webAR experience. No AWE branding to get in the way!

Once you are ready to add the Custom Branding pack to your AWE project, please email **support@awe.media** and our team will complete this process for you. If you have more than one project then please include a link to the project you want us to add this pack to. The cost for the Custom Branding pack is 'per project'.

The credit card on your AWE account will be charged and an invoice added to the Payment History section of your AWE account. The Custom Branding pack features are then enabled on your project and we'll send you details confirming this has been completed.

Make sure you add support@awe.media to your allowed senders list so any responses from us don't end up in your Junk mail or Promotions folder!

2 **Getting started with AWE**

ADDING A CUSTOM DOMAIN TO YOUR AWE PROJECT

Your AWE project is a Single Page Web App and you access it by opening a web link in your web browser on your device.

Each scene you create within your project gets its own path (e.g. /myfirstimageAR). The domain assigned to your project points to the very top level of your AWE app and this loads the scene you have defined as the default (see more about 'Designing your loading experience').

To set up your own custom domain (e.g. mywebarproject.com) configure it to point to **52.8.35.48**. This means you need to set up an A Record in the DNS configuration for your domain that maps to 52.8.35.48. You may also want to set up a record for the www. version of your domain too, but this is optional.

Your domain registrar should have online documentation about how to do this using their specific system.

When your domain has been set up, email **support@awe.media** to let us know your custom domain name and we take care of the rest. We'll update the configuration on your project so it can start receiving requests for your domain and set up an SSL certificate. This is required to ensure your project is secure and without this the web browsers will not allow access to key functionality such as 'Accessing the camera' and 'Accessing the Orientation & Motion data', etc.

Once we have completed this update we will email you confirming your project is now receiving requests to your domain.

Here's a helpful link to explain how A Records work

https://support.dnsimple.com/articles/a-record

2 Getting started with AWE

SHARING YOUR CUSTOM BRANDED WEBAR EXPERIENCE

The beauty of webAR is all you have to do is share a link to your project and over 4 billion web browsers can immediately interact with the immersive experience you create across mobile, tablets and desktop devices.

If you want people to start your experience at the default starting point then you can share the top level domain (e.g. https://example.com).

If you want people to go directly to a specific scene within your project then you can share a deep link (e.g. https://example.com/myfirstimageAR).

You can send these links via Social channels, Text message, Email or post them on another web page.

SHARING WITH QR CODES

Or, if you want to place these links in the real world (e.g. on posters, product packaging, brochures, etc.) then you can set up a QR code that directs you to that link.

Your AWE project automatically generates standard QR codes for you to use (both for your top level project domain and for each individual scene), or you can use free services like https://www.qrcode-monkey.com/ to design a more custom & playful QR code (e.g. change the color and add images, etc.).

You can find out more about using QR codes for your project here

https://awe.media/support/scanning-qr-codes-from-different-devices

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Custom branding your AWE project

Designing your loading experience

Defining how people start the experience

Adding custom code

Turning off the default menu

Linking different scene types

Designing what people see when you share your webAR

Configuring 'language support'

Designing your 'overlay image'

Designing your 'favicon'

Configuring your 'in-scene loaders'

Configuring your 'support email address'

Configuring your 'unsupported' message

Designing your '404 - page not found' page

Designing your 'outage' page

3 Custom branding your AWE project

DESIGNING YOUR LOADING EXPERIENCE

When you first load any AWE project in your browser you'll see an AWE branded 'spinner' that visually communicates a webAR experience is loading. You can replace this with your own design, ensuring your brand is the first thing your audience sees.

Even better than that, because this is 'HTML, CSS & Javascript within a web browser' you can treat this custom loader as a 'communication space'. The custom content you define for your custom loader is included inline in the first page load and can be any web content you like. This means your message is shown to your user within 1-2 seconds of them opening your web link .

Note that we recommend including key images, etc. as base64 encoded content inline in your custom CSS so it is immediately available once the first page request has loaded.folder!

This **communication space** is a great place to put a brand message, and to communicate what type of experience your audience is about to encounter. Using our simple Event driven model you can adjust your content as your project loads through its different stages, and then finish by hiding your custom loader once the experience is set up and ready for people to start interacting with it.

Read more about the AWE rich Event driven Javascript model at

https://github.com/awe-media/awe.js/wiki/How-To:-Events-provided-by-my-awe-app

3 Custom branding your AWE project

HOW DO I FIND MY PROJECT SETTINGS?

When you add the Custom Branding pack to your project a range of editing options become available in your **Project Settings**, **Custom Branding** section (**yourprojectUR/settings/custom_branding**).

The first panel in that section is the

FULL CUSTOM LOADING SCREEN ENABLED

Click the edit (pencil) icon to display the relevant editor forms with default content in them.

At any time you can reset these values to the default, in case you need to reset your app.

If you add any custom code and you find it breaks your app for some reason you can also load your app with the **?no_custom=1** query string.

```
https://example.com?no_custom=1
```

This temporarily disables all your custom configuration enabling you to edit your app and fix anything you need.

CUSTOM BRANDING

FULL CUSTOM LOADING SCREEN ENABLED

All awe branding has been removed so you can add your own custom branding. You have full control over how this looks.

CUSTOM SCAN INTERFACE

You can add your own interface for the "Scan" screen and related "searching", "processing" and "No match found" also.

CUSTOM OUTAGE PAGE INTERFACE

When we roll out new features or upgrades to the awe platform we display an outage page to anyone trying to access your awe project. You now have complete control over how this page looks for your awe project!

CUSTOM 404 PAGE

When someone tries to load a URL related to your awe project we display a "404" page (page not found). You now have complete control over how this page looks for your awe project!

ADDITIONAL LANGUAGES

You can set up translations for AWE system messages to support multiple languages. If someone has a language pack installed on their device that matches a language you have set up message content for it will be displayed. If not, it will default to English.

FAVICON

Add your own "project" icon to display in the web browser tab for your awe project.

360° BACKGROUND LOADER ON

WE'RE HERE TO SKILL YOU UP!
If you need assistance with any custom development our production team can help. We charge US$99/hour and if we have a clear scope we will provide a fixed price or an estimate of how many hours it will take to complete. Even if you need a bit of help now, we are giving you knowledge to do it yourself next time! We're happy to work with you on small custom code snippets to custom templates.

Email **support@awe.media** **to discuss your needs further.**

3 Custom branding your AWE project

DEFINING HOW PEOPLE '*START*' YOUR WEBAR EXPERIENCE

Many people focus on the AR part of their webAR experience and this is obviously the reason you're creating this whole project. Yet one of the most important parts of your webAR project is how you introduce it to your audience. This defines how likely they are to engage with your content, how well they understand exactly what's happening and what is possible.

You may be able to pack all of this communication into the custom loader experience we discussed above. Or you may want to seamlessly move from your custom loader messages onto a separate 'start' HTML App Overlay or an HTML Page.

There are several advantages to having an explicit 'start' step in your experience.

All mobile browsers require the user to have touched the screen in some way before they will let you play any video that has an audio track or an audio file. If a person hasn't done this then your AWE app automatically displays a modal that drives them to touch the screen so your media playback is then unlocked.

An alternative to this is if you begin with a 'start' page that tells the audience what they're about to experience and then prompts them to tap a 'start' button. This ensures this modal won't need to be displayed.

Also, mobile browsers may show the user a number of 'Permission Request' prompts to approve access to the Camera, Orientation & Motion & GPS data, etc. By providing a clear 'start' experience explaining why this is required you increase the chance your audience will allow these permissions and successfully access the AR part of your webAR experience.

By adding a 'start' process you also increase their sense of agency, giving them control over when they're finished reading the introductory content and when they are ready to start interacting with your AR content.
As outlined above, you can design this 'start' button and content into your custom loader. Or you can add it in a separate HTML App Overlay (see 'Designing your App Overlay page' below) that is shown once your project has loaded, or as an HTML landing page where your users start (see 'Designing your HTML Pages' below).

Read more on our blog
https://awe.media/blog/webar-that-puts-your-brand-first-

3 Custom branding your AWE project

DESIGNING YOUR HTML PAGES

Sometimes you may need to present HTML Page based content within your experience (without having to link to an external page). You can easily link off to another website, but often you'll want to present this within your AWE project.

If you want to display a message before you see any Permission prompts it is best to create a landing HTML Page in your project (e.g. /myhtmlpage) and have your audience go there first. You can deep link them directly to that path, or you can set this as the default URL for your whole project.

You also have a few other options available for how you can present HTML Overlays. You can add:

- An HTML App Overlay (see 'Designing your App Overlay page' below).
- A similar option but make it specific to an individual scene (e.g. an HTML Overlay called a 'Scene Hint').
- 'Information panels' displayed when a person interacts with one of your in-scene objects. Or,
- Your own HTML Overlay elements using custom Javascript. You can see more information about this option here

https://github.com/awe-media/awe.js/wiki/How-To:-Adding-HTML-content-to-my-awe-app

The beautiful thing about webAR is that this all happens within a web browser, so you can use any standard HTML, CSS and Javascript to design the content to look exactly how you want. And you can take over

DESIGNING YOUR IMAGE BASED wᴇʙAR EXPERIENCES

If you want to overlay your digital AR content on top of a "real world" image then you can create an Image webAR experience using AWE. Find out more on how to create this content here

https://awe.media/support/creating-image-based-augmented-reality-experiences

Your AWE project automatically generates standard QR codes for you to use (both for your top level project domain and for each individual scene), or you can use free services like https://www.qrcode-monkey.com/ to design a more custom & playful QR code (e.g. change the color and add images, etc.).

You can find out more about using QR codes for your project at

https://awe.media/support/scanning-qr-codes-from-different-devices

3 **Custom branding your AWE project**

Designing a custom Scan interface

One part of an Image webAR experience you can configure is whether people see a Scan UI (interface) or not.
There's 4 different ways you can configure this Scan experience.

01.

Default scan UX

By default when you create an Image scene in your AWE project it will have the Scan UI turned on. This means that when someone loads that scene, they will be presented with an interface that lets them take a snapshot (e.g. tap a 'Scan' button) of what their camera is seeing. This snapshot is then sent to the AWE Visual Search Engine and compared to all the Target Images currently in your Media Library

See more at **https://awe.media/support/introduction-to-the-media-library**

This searches across all the Target Images in your Media Library. Whether they are currently used in a scene or not. If you have multiple images that look identical then this will confuse the Visual Search process as it will not know which of the identical images is the correct match.

When the snapshot matches a Target Image, that scene automatically loads. If that scene is configured to show your content 'Over the image' then your virtual AR content will appear. For this scenario if someone loads this scene, or taps the default navigation menu (the orange circle in the bottom left corner of the scene) and taps the 'Scan' button this takes them to the same Scan UI (i.e. /scan). In this case no tracking is running in the background, so no Target Images are recognised until you tap 'Scan'.

This default Scan configuration is great when you don't know which of your Target Images a person will have in front of them and it lets them quickly and easily scan any of your images to launch the right experience.

3 # Custom branding your AWE project

Designing a custom Scan interface (CONTINUED...)

02. Skip scan UX

You might know that the user will have a specific Target Image in front of them. For example you might have some product packaging with a QR code on it that deep links them directly to the right scene. In this case you can turn on the 'Skip scan' feature under the 'Scene settings'. Now when someone loads that scene they will be taken directly to the /live mode and if the Target Image is in view then your virtual AR content will immediately appear. No scanning required. This means the user will not see the Scan UI for this scene.

03. Live scan again UX

Under your *Project settings* in the *Target Image* section (i.e. /settings/app_target_image) you can turn on the *Scan again in live mode* option. This means that when the Target Image has not been tracked for X seconds (configurable under your *Scene settings*) a *Lost tracking/Back to scan* message will be shown. Selecting the *Back to scan button*, now it will show the Scan UI - AND it will also keep the tracking running in the background. So if the user moves back to pointing at your Target Image the Scan UI will disappear and the AR content will automatically be shown.

3 Custom branding your AWE project

Designing a custom Scan interface (CONTINUED...)

CONTINUED
03.

If you have the 'Pre-load other Target Images' enabled (see 'Using multiple Target Images' below) then this can let the user move from Target Image to Target Image and the content for each will automatically be shown. But if they move away from all Target Images then the 'Lost tracking/ Back to scan' message will be shown to prompt them to search for an image. This gives you the best of both worlds.
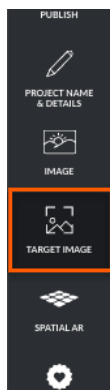
04.

Custom scan UX

A fourth option can also be set up using custom code. You can add an Action that is triggered *On tracking ended* that *Runs custom javascript* to set up a timeout. This timeout can then automatically show the Scan UI.

```
setTimeout(() => {
    application.toggle_scan_frame(true);
},4000);
```

In this case you should turn off the *Lost tracking message* under your *Scene settings* so they do not conflict. Now, whenever your user moves away from your Target Image, after 4 seconds they will automatically be shown the Scan UI.

You should set up a global variable to store the timeout and clear this if tracking starts again with an Action that runs *On tracking started*.

3 # Custom branding your AWE project

Designing a custom Scan interface (CONTINUED...)

CONTINUED
04.

This fourth configuration provides the user with a seamless experience where they can move over one of your pre-loaded Target Images and the experience magically appears, but if they move over another Target Image then they will soon automatically see the Scan UI and take a snapshot to search for that.

For all of these four cases, if you edit the HTML, CSS and Javascript that's defined in the *Custom Scan Interface* section under the *Custom Branding* section of your project settings (i.e. /settings/custom_branding) then this will update the Scan UI the end user sees.

You'll see this comment above the editable fields:

```
You can add your own interface for the
"Scan" screen and related "searching",
"processing" and "No match found" also.
```

3 Custom branding your AWE project

Designing a custom Scan interface (CONTINUED...)

You can also add some custom CSS to override our default styles for the 'Scanning/Processing' spinners.

Here's a brief example:

```
#working_spinner > .spinner:before {
  background:/* put your base64 spinner image
here */
  animation: /* put your CSS animation here
*/
  ...
}
#working_spinner > .spinner:after {
  content: 'Put Your Processing Text Here';
  ...
}
#working_spinner.scan > .spinner:after {
  content: 'Put Your Scanning Text Here'
!important;
  ...
}
```

There are 2 steps it goes through. The first says **Scanning** which is when it is loading the Tracking Libraries. The second says **Processing** which is when it is loading the Tracking Data (i.e. the data that describes your Target

To preview your updates you can go to your */YOUR_SCENE_NAME/scan* page and then in the web console enter this.

```
awe.dom('#scan_container').hide();
application.show_working_spinner();
```

To restore it to the normal UI mode enter this.

```
awe.dom('#scan_container').show();
application.hide_working_spinner();
```

We also recommend using the remote debugging consoles in Safari & Chrome to edit and preview items in context on your devices when you're developing so you can experiment as you need. Once you're happy with your layout copy these values to the relevant part of the */settings/custom_branding* section.

You may also want to add a persistent button to your AWE app that will take your users directly to the Scan UI. You can see more information about how to do this at:

https://github.com/awe-media/awe.js/wiki/How-To:-Adding-a-custom-scan-again-button-to-my-awe-app

3 # Custom branding your AWE project

Using multiple Target Images (MULTI-IMAGE TRACKING)

In your AWE project each Image based scene can have one Target Image. However, you may want people to be able to move seamlessly from one Target Image to another. Turn on the *Pre-load other Target Images* option at either the Project Settings level ('*Pre-load ALL Target Images*), or in individual scenes under the Scene Settings.

When an Image based scene is loaded it downloads the Tracking Data that describes the Target Image and uses that to recognise and track that image. With one of the 'Pre-load' options enabled, your project will download Tracking Data for multiple images and continue trying to recognise all of them at the same time. Once it recognises one it will seamlessly jump to the matching scene and show the relevant AR content. When you move over to another of the pre-loaded Target Images it will do the same for that image.

This is great for experiences where you know your audience will have a set of your Target Images. For example the different sides of a product box, multiple pages in a brochure, different parts of a large poster or multiple artworks in an exhibition, etc.

Find out more about how to create "multi-image" tracking at:

https://awe.media/support/creating-image-based-augmented-reality-experiences

3 Custom branding your AWE project

DESIGNING YOUR SPATIAL wᴇʙAR EXPERIENCES

If you want to overlay your digital AR content on top of the "real world" ground, or an area like a table or chair without the need for a Target Image then you can create a **Spatial webAR** experience using AWE.

Find out more about how to create this spatial webAR

https://awe.media/support/creating-spatial-webar

DESIGNING YOUR 360°/VR EXPERIENCES

If you want to create a 360° scene using an interactive 360° image or video, or a Virtual Reality experience where you want your viewer to be fully immersed then you can create a **Standard** AWE scene.

Find out more about how to create this 360° or VR webAR

https://awe.media/support/getting-started-in-standard-views

DESIGNING YOUR FACE wᴇʙAR EXPERIENCES

If you want to create digital experiences that display over your face (if you are using the selfie camera) or someone else's face (if you are using the "world" camera) then you can create a Face based webAR experience using AWE. This means you can add digital content (video, images, 3D models, audio) to display over your user's face and create beautiful selfie experiences.

Find out more about how to create Face webAR

https://awe.media/support/getting-started-with-webar-face-tracking

DESIGNING YOUR GPS wᴇʙAR EXPERIENCES (OUTDOOR)

If you want to create an Outdoor AR experience that uses Geolocation to position your content then you can create a GPS based AR scene.

Find out more about how to create GPS / location webAR

https://awe.media/support/creating-locative-ar-for-the-web

3 Custom branding your AWE project

ADDING CUSTOM CODE TO YOUR AWE PROJECT

One of the most powerful things about delivering AR & VR experiences through web browsers is that you can use HTML, CSS and Javascript to customize and extend your experiences. There are a range of places within your AWE project where you can add your own custom code.

The easiest way to add rich interactivity is using the AWE web based editor.

See
https://awe.media/support/adding-object-actions (for adding actions)

https://awe.media/support/adding-object-animations (for adding animations)

You can add more interactivity and animation options using custom javascript. Here is a guide that shows you how you can add this type of interactivity.

https://github.com/awe-media/awe.js/wiki/How-To:-Adding-simple-object-interactivity-to-my-awe-app

Or, how to combine in-scene interactivity with HTML overlays to show full screen video when someone clicks on an AR object.

https://github.com/awe-media/awe.js/wiki/How-To:-Showing-a-fullscreen-video-from-a-tap-on-an-object-in-my-awe-app

Introduction to using the awe.js API to create custom Javascript based functionality
https://github.com/awe-media/awe.js#getting-started-writing-custom-code-for-my-awe-app

WE'RE HERE TO SKILL YOU UP!
If you need assistance with any custom development our production team can help. We charge US$99/hour and if we have a clear scope we will provide a fixed price or an estimate of how many hours it will take to complete. Even if you need a bit of help now, we are giving you knowledge to do it yourself next time! We're happy to work with you on small custom code snippets to custom templates.

**Email support@awe.media to discuss your needs further.**

3 Custom branding your AWE project

TURNING OFF THE MAIN AWE MENU (ORANGE CIRCLE)

You can hide the default AWE navigation menu in any scene (e.g. the orange circle in the bottom left hand corner). Please open the settings in the top menu of your scene editor and scroll down to find the 'Hide default menu' option and turn that on.

Please note you'll need to do this for each scene you want to apply this to.

Also note that you will still see this default menu button if you are logged into your app as it helps you access key parts of the editor UI. However, once you turn on the 'Hide default menu' option under a scene's settings then your end users will no longer see it in that scene.

Updating in Scene Settings

The main navigation menu in scene
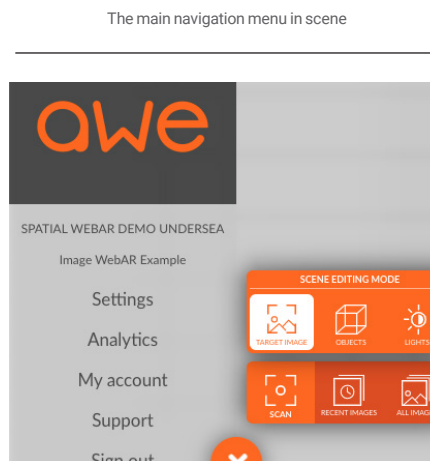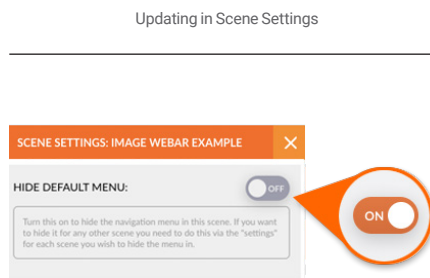
LINKING MULTIPLE SCENES OR DIFFERENT TYPES OF WEBAR INTO A SINGLE EXPERIENCE

Another one of the powerful benefits of the AWE platform is that it makes it easy for you to blend multiple modes of webAR together to create a rich interactive experience.

https://awe.media/support/adding-object-actions

For example, imagine you create a location based scene that shows people the locations around them with a hint to find a specific poster or image. Once they find their way to that poster or image then they can tap an object (or automatically based on proximity) to load an Image based scene. They can then use that image scene to scan the poster to unlock the clue for the next step. By chaining a collection of these different scene types together you can create a treasure hunt that leads people from one location to another.

This is just one simple example.

You can also use custom code to add more gamification and interactivity to make the experience more fun.

If you'd like to map out a specific experience that you want to create, then we are happy to help you plan out the best way to build it in AWE. Or if you'd like, you can engage us to create a prototype for you, or work with you to build your own. We're here to help.

There's a lot of functionality in the AWE platform and we love helping you work out what's the best option for what you want to create.

3 # Custom branding your AWE project

DESIGNING WHAT PEOPLE SEE WHEN YOU SHARE YOUR WEBAR

Once you've created your webAR experience you can easily share it with the world by sharing a link or QR code. Read more information at:

https://awe.media/support/publicly-accessing-and-sharing-your-awe-app

When you share your AWE project web link on Social channels or via Text message you'll notice these applications will present a title, summary and preview image to help people decide if they want to click on your link. You can easily edit this content at both the AWE project level and the scene level.
To edit the AWE project level content open the 'Sharing' section of your project settings e.g. *https://yourProject.com/settings/sharing*

Click the edit icon in the *Social and Sharing Settings* panel. Here Facebook and Twitter are just 2 examples and you'll find almost all platforms and messaging applications will use this data.

Once you've updated this then you can share a link to the top level of your project to see your content displayed. e.g. *https://yourProject.com*

To edit the same content for a specific scene open the Scene Settings and scroll to the *Social and Sharing Settings* panel to edit.

Any scenes where you don't define this content will use the project level content you have defined. If you don't define any content then your project will use the AWE default values.

Note: some platforms (e.g. Facebook, Twitter, etc.) may cache this metadata for a few hours, or longer so you may find when you test this it can take a while for this content to show the latest updates. Unfortunately this is beyond our control and there is nothing we can do to force this content to be updated. We strongly recommend allowing sufficient time for your updates to take effect.
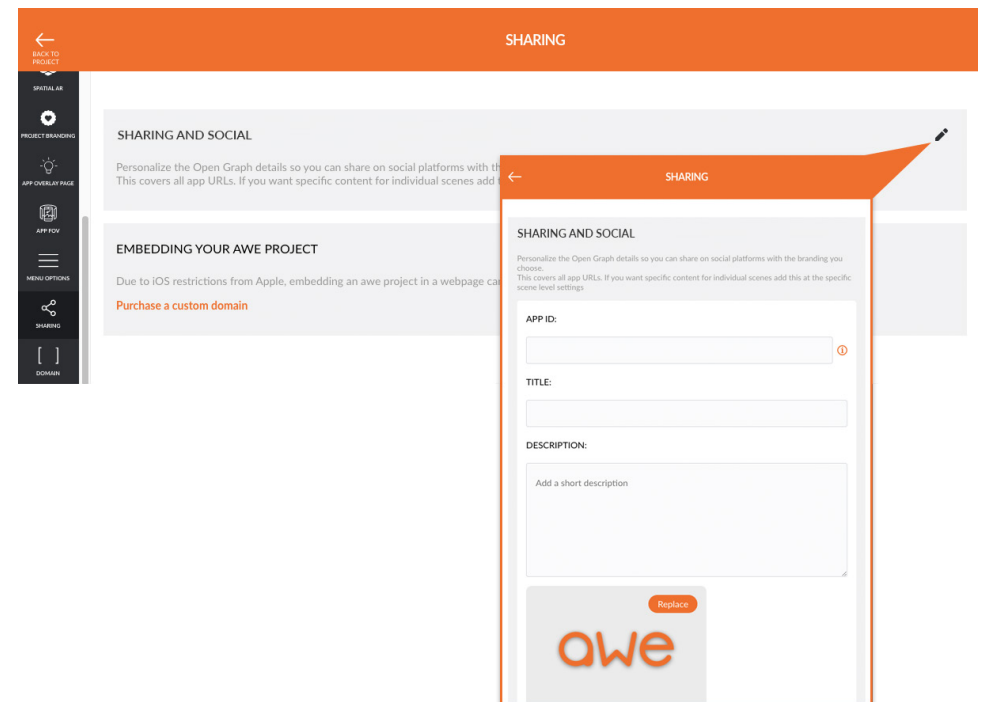
3 Custom branding your AWE project

CONFIGURING 'LANGUAGE SUPPORT' IN YOUR AWE PROJECT

You can customize all the default text strings in your AWE app so it uses the language of your choice.

Open the */settings/custom_branding* section of your AWE project, then click to edit the *Additional Languages* to add new languages there. Enter your language into the field and then pick the correct one from the list shown. Specify an optional Region' in the same way and click 'Add'.

You will now see a list of all the text strings that are possibly shown to your end users. Find the one/s you want and then edit the values on the right to define how you want this presented to the user (e.g. the translated version). If you do not provide a translated version of a string then it will fall back to presenting the default value.

DESIGNING YOUR 'OVERLAY IMAGE'

The overlay image is a persistent image that is overlaid on top of your webAR experience. By default the overlay image is the AWE logo, however you can set this to be your own logo or any other image. You can use it for branding, or to link out to another URL, or make it a persistent "home" button that always links to your default project scene.

To edit your overlay image open the */settings/custom_branding* section of your project and scroll down to the *Overlay Image* panel. Then click on the pencil icon. You can also turn this on or off at any time by changing the toggle.

DESIGNING YOUR 'FAVICON'

You can add your own "project" icon to display in the web browser tab for your AWE project.

To edit your favicon open the */settings/custom_branding* section of your project and scroll down to the *Favicon* panel. Then click on the pencil icon.

CONFIGURING YOUR 'IN-SCENE LOADERS'

Sometimes larger 3D objects and other content can take a moment to load and display. You can choose to show a loading indicator in place in your webAR scenes while these objects are loading.

To edit your object loader setting open the */settings/custom_branding* section of your project and scroll down to the *Object Loaders* panel. Then turn the toggle on or off to match the setting you want.

The same situation can occur with 360° Image and Video backgrounds. You can choose to show a loading indicator in-scene while these backgrounds are loading.

To edit your 360° background loader setting open the */settings/ custom_branding* section of your project and scroll down to the *360° Background Loader* panel. Then turn the toggle on to ensure it is used.

3 Custom branding your AWE project

CONFIGURING YOUR 'SUPPORT EMAIL ADDRESS'

Sometimes people using your AWE app may experience issues where they want some support. In some cases AWE may display messages along with a link to contact the AWE support team. However, you may want the people using your AWE app to contact you directly instead.

To edit this setting open the */settings/custom_branding section* of your project and scroll down to the *Custom support email address* panel. Click on the pencil icon and ensure this setting is **On** and you have entered the email address you want to use.

Each message will then include:

```
If this issue persists please contact abc@youremaildomain.com.
```

Where the email address is the one you have defined.

CONFIGURING YOUR 'UNSUPPORTED' MESSAGE

Not all web browsers across all devices support displaying webAR as they don't have the capabilities required e.g. when displayed in a web view in an app like Facebook or a really old version of a web browser.

By default a generic message is displayed. For Apple and Android phones and tablets you can change the font and background colour settings.

To edit this setting open the /settings/custom_branding section of your project and scroll down to the Unsupported Message panel and click on the pencil icon.

Visit AWE FAQs to find out the browsers and devices supported by AWE.

https://awe.media/support/faqs

DESIGNING YOUR '404 - PAGE NOT FOUND' PAGE

When someone tries to load a URL related to your AWE project that does not exist we display a "404" page (your 'page not found' message). You have complete control over how this page looks for your AWE project.

To edit this setting open the */settings/custom_branding* section of your project and scroll down to the *Custom 404 Page* panel and click on the pencil icon.

DESIGNING YOUR 'OUTAGE' PAGE

If a short outage is required while we roll out new features or upgrades to the AWE platform then we display a temporary outage page. You have complete control over how this page looks for your AWE project.

To edit this setting open the */settings/custom_branding* section of your project and scroll down to the *Custom Outage Page Interface* panel and click on the pencil icon.

4 General configuration

Configuring the project as 'Public' or 'Private'

Configuring the Project name & details

Designing the Project Image

Configuring Image AR options

Configuring Spatial AR options

Designing an App Overlay ('Start') page

Configuring the 'Field of View' setting

Configuring Menu options

4 General configuration

CONFIGURING YOUR PROJECT AS 'PUBLIC' OR 'PRIVATE'

You can control if your AWE project is public or private. If it is set to 'Public' this means anyone with access to the Internet using a supported device and web browser can view your webAR app without signing in. If it is set to 'Private' then you will need to sign in to access your webAR content.
To edit this setting open the */settings/app_mode* section of your project.
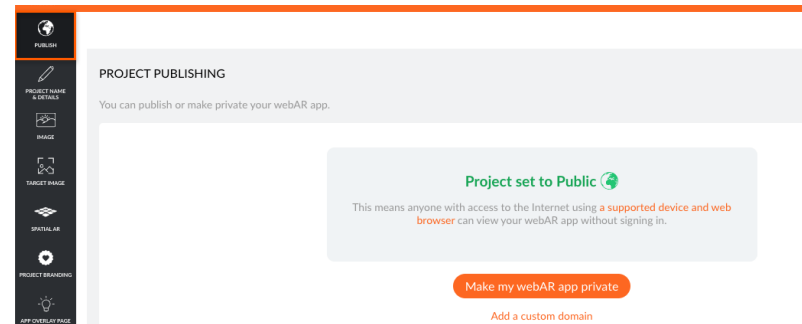
CONFIGURING THE PROJECT NAME & DETAILS

You can define the name, title and description of your project.
To edit this setting open the *settings/app_details* section of your project.
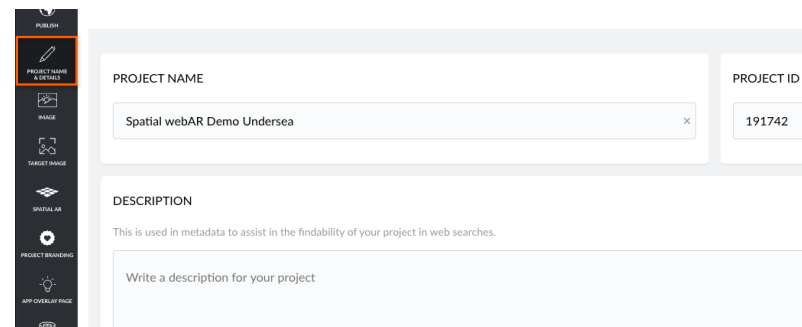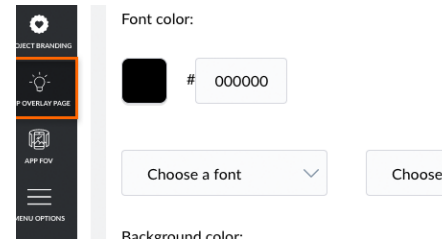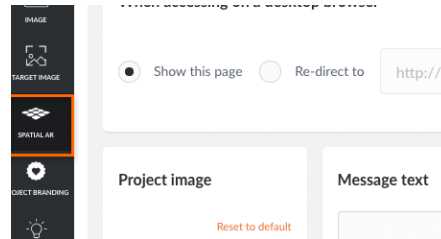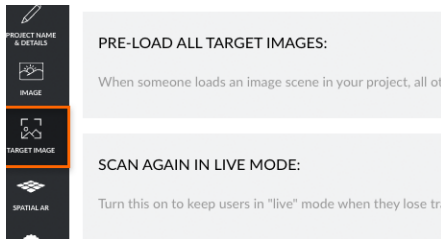
DESIGNING THE PROJECT IMAGE

You can define an image that will be displayed above the main navigation menu in your AWE project and as the image next to your AWE project in your 'My projects' list. The minimum sized image you should use is 300px x 300px.
To edit this setting open the *settings/app_image* section of your project.
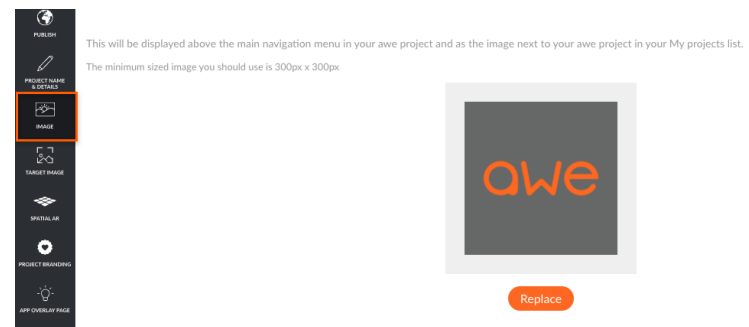
4 **General configuration**

CONFIGURING IMAGE AR OPTIONS

When someone loads an image scene in your project, you can choose to have all other Target Images are pre-loaded. (See the 'Using multiple Target Images' section above for more information).

You can also configure the Scan UI so it keeps users in "live" mode when they lose tracking and wish to scan an image again. (See the **'Designing a custom Scan UI'** section above for more information).

To edit this setting open the */settings/app_ target_image* section of your project.

CONFIGURING SPATIAL AR OPTIONS

Spatial AR is not supported on desktop computers as it requires a gyroscope and compass to track the real world. In this case your users will see a separate page that tells them they need to use their Android or iOS device to view your Spatial AR scenes.

You can use this default fallback content, or you can edit this content to define what will be displayed

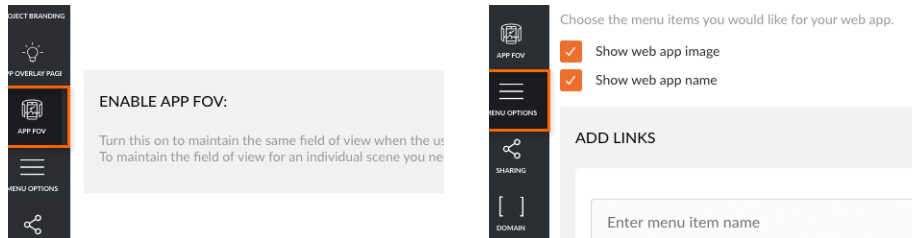To edit this setting open the */settings/app_ spatial_ar* section of your project.

DESIGNING AN APP OVERLAY ("START") PAGE

This option lets you add HTML content that will be displayed to your viewers when your AWE app loads, before they start interacting with your AR content. (See the discussion about **'Designing how people 'start' your webAR experience'** above).

To edit this setting open the */settings/app_ hint* section of your project.

To add an instruction overlay page for each individual scene do this in the scene settings for the specific scene.

4 **General configuration**

ENABLE APP FOV:

Turn this on to maintain the same field of view when the us
To maintain the field of view for an individual scene you ne

Choose the menu items you would like for your web app.

☑ Show web app image
☑ Show web app name

ADD LINKS

Enter menu item name

CONFIGURING THE 'FIELD OF VIEW' SETTING

The Field of View defines how much of your virtual scene you see through your device's viewport. By default your AWE project will show a wider view of the scene when you turn your mobile device into landscape mode. However this means the size of your virtual objects can appear a little smaller.

If you want to maintain the same Field of View when you switch between portrait and landscape orientations you can turn on the 'ENABLE APP FOV' option in your project settings.

To edit this setting open the */settings/app_fov section* section of your project.

If you want this to apply to just a specific individual scene then you need to enable the 'SCENE FOV' option in the relevant scene settings.

CONFIGURING MENU OPTIONS

You can define the menu items that are shown in the default AWE navigation menu. This content is shown when you click or tap on the orange circle in the bottom left hand corner of your webAR app.

Note that this content will not be available if you turn off this menu (see the **Turning off the default AWE menu** section above).

5

Tracking how people use your AWE project

Your AWE project analytics

AWE privacy and data policies

Adding Google Analytics, etc.

5 **Tracking how people use your project**

YOUR AWE PROJECT ANALYTICS

Your AWE project provides real time tracking of basic usage that lets you see how many people are using your project, which scenes they are viewing, which objects they are interacting with and what browser, operating system and device type they are using. You can also download these reports as .csv data.

See more information about your AWE project analytics here

https://awe.media/blog/bringing-real-time-analytics-to-your-web-ar-and-vr-awe-apps
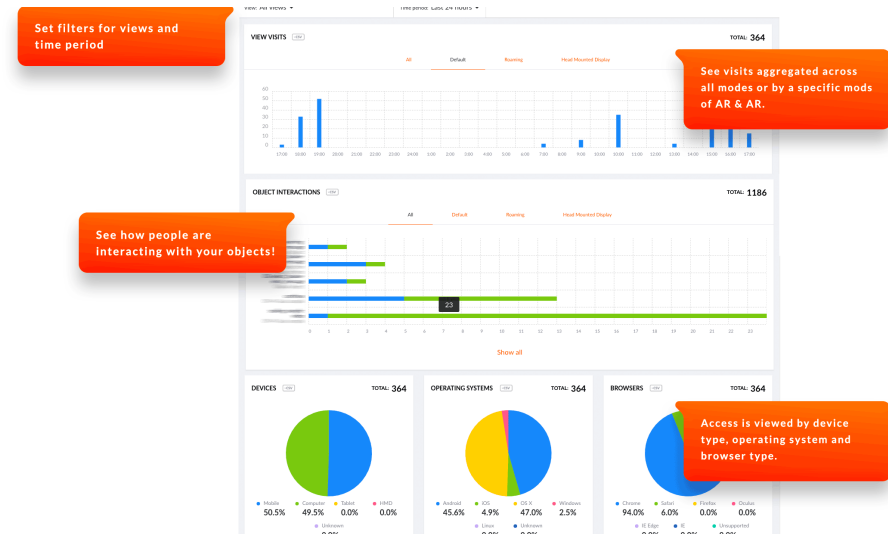
AWE PRIVACY AND DATA POLICIES

Because of the GDPR or similar requirements in some regions we don't provide individual tracking.

You can see our Privacy and Data policy information here
 https://awe.media/privacy_policy

And you can see our Terms of Use here **https://awe.media/terms_of_use**

5 Tracking how people use your project

ADDING GOOGLE ANALYTICS, ETC.

Here's how you can easily add Google Analytics to your AWE project.

In the top level of the custom branding section in your app settings (i.e. */settings/custom_branding* go to the section *FULL CUSTOM LOADING SCREEN ENABLED* and in the *Javascript (JS)* area you can add the following code snippet to setup your ga tracker.

```
(function(i,s,o,g,r,a,m)
{i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.
parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-
analytics.com/analytics.js','ga');

ga(,create', ,UA-XXXXX-Y', ,auto'); // <- add
your ga code here
ga(,send', ,pageview');
```

Also: see **https://developers.google.com/analytics/devguides/collection/analyticsjs**

NOTE: *Do NOT include the script tags shown in the documentation - only include Javascript code!*

Then in the same area you can add some code that will send a ga pageview event each time one of your AWE project's scenes is loaded.

```
window.addEventListener('view_loaded',
function(e) {
  ga('send', 'pageview', location.pathname);
});
```

See **https://developers.google.com/analytics/devguides/collection/analyticsjs/pages**

If you want to add other event tracking then you can also add other ga events to objects in your scenes.

See our guide to the AWE Events based API

https://github.com/awe-media/awe.js/wiki/How-To:-Events-provided-by-my-awe-app

This is the best way to integrate GA into your AWE project. If you are interested in using another tracking or analytics solution you should find that a very similar approach will work for that.

6

FAQs

Check out our Frequently Asked Questions on our site.

https://awe.media/support/faqs

And, if there are any questions you have and you can't find the answer, contact us!

support@awe.media

7

Customization checklist

Use this checklist to keep track of your project customization progress! You may use some or all in your project- it's up to you.

Custom loading experience ☐	Add custom look and feel to system alerts ☐	Customizing "sharing"options ☐
Start page ☐	Multi-language support ☐	Adding an "unsupported" page ☐
Scene hints ☐	Custom 404 page ☐	Adding a "support" email ☐
Turn of default menu in scenes ☐	Custom outage page ☐	Configuring in-scene loaders ☐
Add custom scan interface and ☐	Adding your custom domain ☐	Publish the project ☐