



**VUFORIA**  
**ENGINE**  
**FAQ**

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**Q What is Vuforia Engine Education?**

**A** Vuforia Engine Education is an innovative offering that provides educators and students with access to augmented reality (AR) software development tools for classroom use. The platform allows students to quickly and easily develop and deploy augmented reality (AR) applications.

**Q What is the value in Vuforia Engine Education for professors and students?**

**A** Vuforia Engine Education's leading computer vision capability delivers robust and precise AR experiences in a variety of environments. The technology offered by Vuforia Engine Education lets students and professors freely build branded AR for new or existing applications. The platform supports AR devices such as phones, tablets, and headsets across leading platforms to reach the largest audience.

**Q What is the difference between Vuforia Studio and Vuforia Engine?**

**A** *Vuforia Studio* is a highly efficient end-to-end authoring tool that seamlessly integrates into ThingWorx. This means that you can easily utilize IoT data in your application and collect and exchange the data to create meaningful and actionable AR experiences tailored to a specific audience. With the use of Vuforia Studio the speed of development is greatly increased and is more accessible for non-developers.

*Vuforia Engine* is a software platform for creating augmented reality apps. Vuforia Engine's highly flexible and powerful development framework takes the complexity out of AR development, it can be used with other widely adopted development frameworks and tools. Developers can easily add advanced computer vision functionality to any existing application and extend its functionality into AR, allowing it to recognize images and objects, and interact with spaces in the real world.

**Q What is an SDK?**

**A** Vuforia Engine Education is a Software Development Kit (SDK). An SDK is a set of tools that can be used to create and develop applications.

**Q How many applications can be deployed using the Vuforia Engine Education package?**

**A** There are two license packages that can be purchased for Vuforia Engine Education. Both license packages allow you to create and test an unlimited amount of applications. Once you have created and tested your applications using the SDK, deployment capabilities are determined by license type. The Lab pack allows access to 50 device initializations. The Campus pack allows for up to 500 device initializations. Device Initializations are defined as a single device that has downloaded an application and initiated an AR session, counted on a monthly basis.

**Q Where can I deploy my application once it has been developed?**

**A** Once you have created and developed your application using Vuforia Engine Education, your application can be deployed in app stores or internally. For more information on how to deploy applications to app stores please visit these links for [Apple](#) and [Android](#).



**Q** What type of support is included in these packages?

**A** Silver support, which offers technical support through the [PTC Community](#).

**Q** What are the features of Vuforia Engine Education?

**A** Vuforia Engine Education offers a variety of target types for most use cases. These target types include image targets, object targets, Vumarks, Ground Plane, External Camera, area targets, and Advanced API access.

**Q** What is an Image Target?

**A** Image Targets are specific images that Vuforia Engine can detect and track.

**Q** What is an Object Target?

**A** Object Targets work by scanning a 3D object that Vuforia Engine can detect and track.

**Q** What is a Vumark?

**A** A Vumark is a target option in Vuforia Engine that identifies millions of objects with a custom ID.

**Q** What is Ground Plane?

**A** Vuforia Ground Plane enables digital content to be placed on horizontal surfaces in your environment, such as floors and tabletops. It also allows you to place content in mid-air using Anchor Points. This is an ideal solution for developers creating in-home shopping apps or designing visualization experiences.

**Q** What is the External Camera in Vuforia Engine Education?

**A** External Camera enables access to other sources of video outside of devices like phones and tablets, expanding the scope of what's possible when designing AR experiences and applications.

**Q** What is an Area Target?

**A** Area Targets is a Vuforia powered environment tracking feature that enables you to track and augment areas and spaces. By using a 3D scan as an accurate model of the space to create an Area Target Device Database, you can easily deliver augmentations to stationary objects in the scanned environment.

**Q** Who should we contact for support if we are having issues?

**A** For technical support please visit the [PTC Support Community](#)