

Proxy Model User Guide

A simple guide to using ZeroLight's Proxy Model
technology for automotive brands

Introduction

The Proxy Model User Guide provides a quick reference list of widely used AR apps and model viewers, including platform limitations and recommended AR model types available through Bespoke AR.

Proxy model asset types

Asset Type	Type 1	Type 2
Model Specification	— Exterior only — Opaque windows	— Exterior only — Opaque windows
Model Configuration	— 1 geometry configuration — Exterior paint 1 & 2 wheel options — Exterior paint 2 & 2 wheel options	— 1 geometry configuration — Exterior paint 1 & 2 wheel options — Exterior paint 2 & 2 wheel options
Models delivered	8 — glTF x 2 exterior paints x 2 wheels — USDZ x 2 exterior paints x 2 wheels	8 — glTF x 2 exterior paints x 2 wheels — USDZ x 2 exterior paints x 2 wheels
Typical Compression Size	~5mb	~20mb
Typical Use Case	AR Advert, Social Media (e.g. Facebook AD, Facebook Spark AR, TikTok, Instagram, Snapchat)	Google Search AR, Product Page

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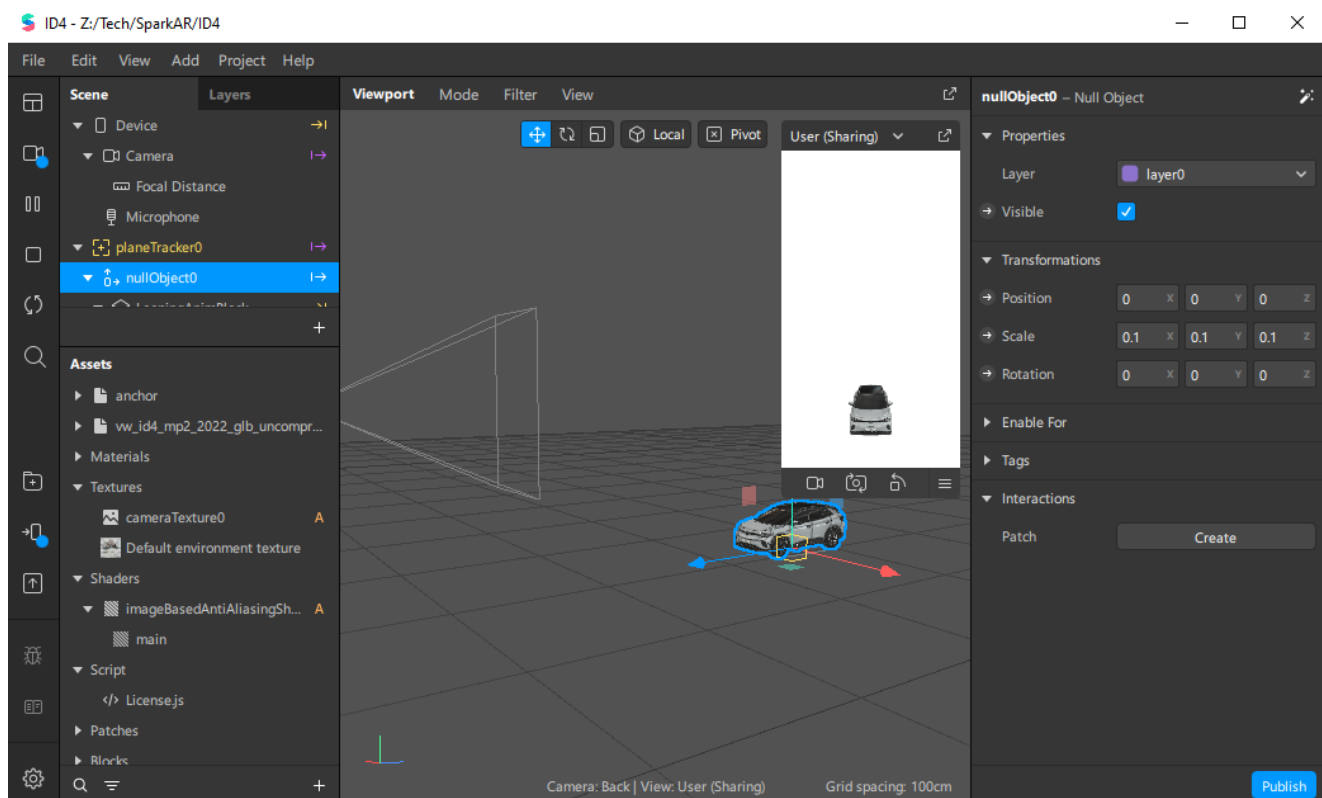
Meta AR (Spark AR Studio)

Overview

Application	Spark AR Studio
Download	https://sparkar.facebook.com/ar-studio/
Platform	Meta, Facebook Ads, Facebook Lens, Instagram Lens
Development OS	Windows, MacOS
Model type	Type 1 Uncompressed GLB
Platform Limitations	5mb Instagram and Ad limit, 10mb Lens Limit

How it works

1. Install Spark AR
2. Select “World Object” template
3. Import GLB model from computer
4. Drag model under plan tracker



5. Publish to app (e.g Facebook, Instagram)

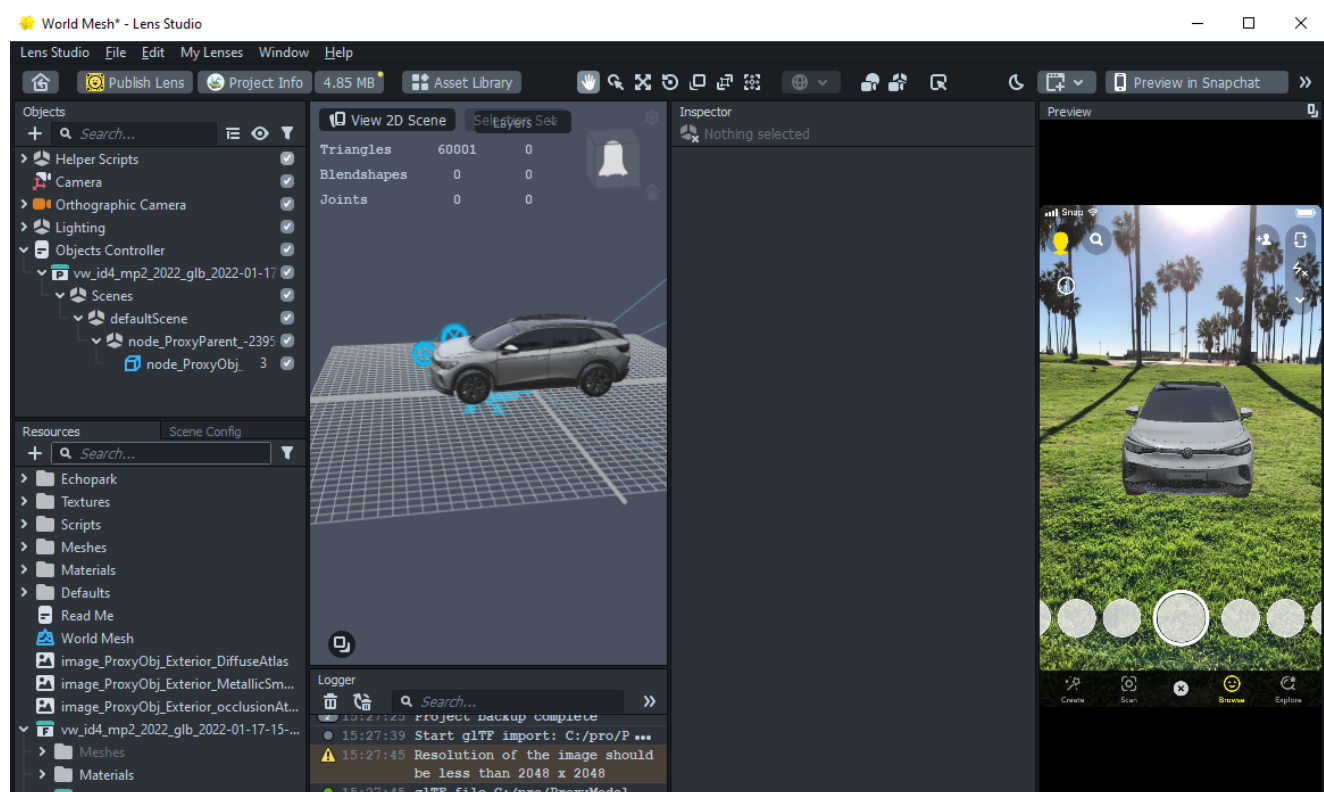
Snap AR (Lens Studio)

Overview

Application	Lens Studio
Download	https://ar.snap.com/
Platform	Snapchat, Spectacles
Development OS	Windows, MacOS
Model type	Type 1 Uncompressed GLB
Platform Limitations	10mb Lens Limit

How it works

1. Install Lens Studio
2. Select “World Mesh” template
3. Import GLB model from computer
4. Drag and drop the asset under the objects controller



5. Publish to app (e.g Spectacles)

TikTok AR (Effect House)

Overview

Application	Effect House
Download	https://effecthouse.tiktok.com/
Platform	TikTok
Development OS	Windows, MacOS
Model type	Type 1 Uncompressed GLB
Platform Limitations	10mb Effect Limit

How it works

1. Install Effect House
2. Publish to app (TikTok)

Google Search

Overview

Application	Google Model Viewer
Download	https://arvr.google.com/scene-viewer
Platform	Google Search
Development OS	Web
Model type	Type 2 Compressed GLB and USDZ
Platform Limitations	20mb Limit

How it works

1. Follow instructions here <https://arvr.google.com/ar/>
2. Link your page to GLB and USDZ assets



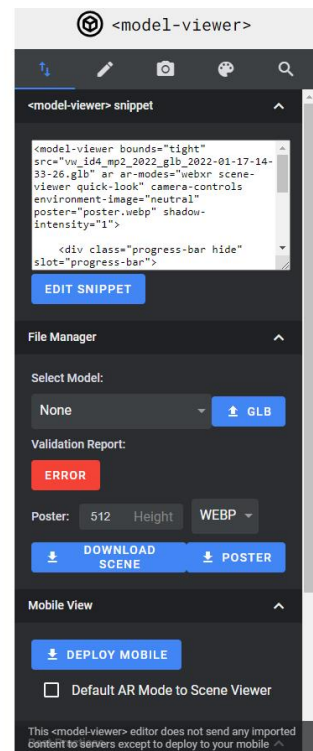
Model Viewer

Overview

Application	Model Viewer
Download	https://modelviewer.dev/
Platform	WebXR
Development OS	Web
Model type	Type 2 Compressed GLB and USDZ
Platform Limitations	20mb Recommended Limit

How it works

1. Follow instructions here <https://modelviewer.dev/>
2. Link your page to GLB and USDZ assets



Quick Look (iOS)

Overview

Platform	iOS and MacOS
Model type	Type 2 Compressed GLB and USDZ
Platform Limitations	20mb Recommended (50mb Limit)

How it works

1. Quick look is a native model and AR viewer for Apple devices <https://developer.apple.com/augmented-reality/quick-look/>
2. Copy the USDZ assets to your device using iCloud, Email or iMessage.



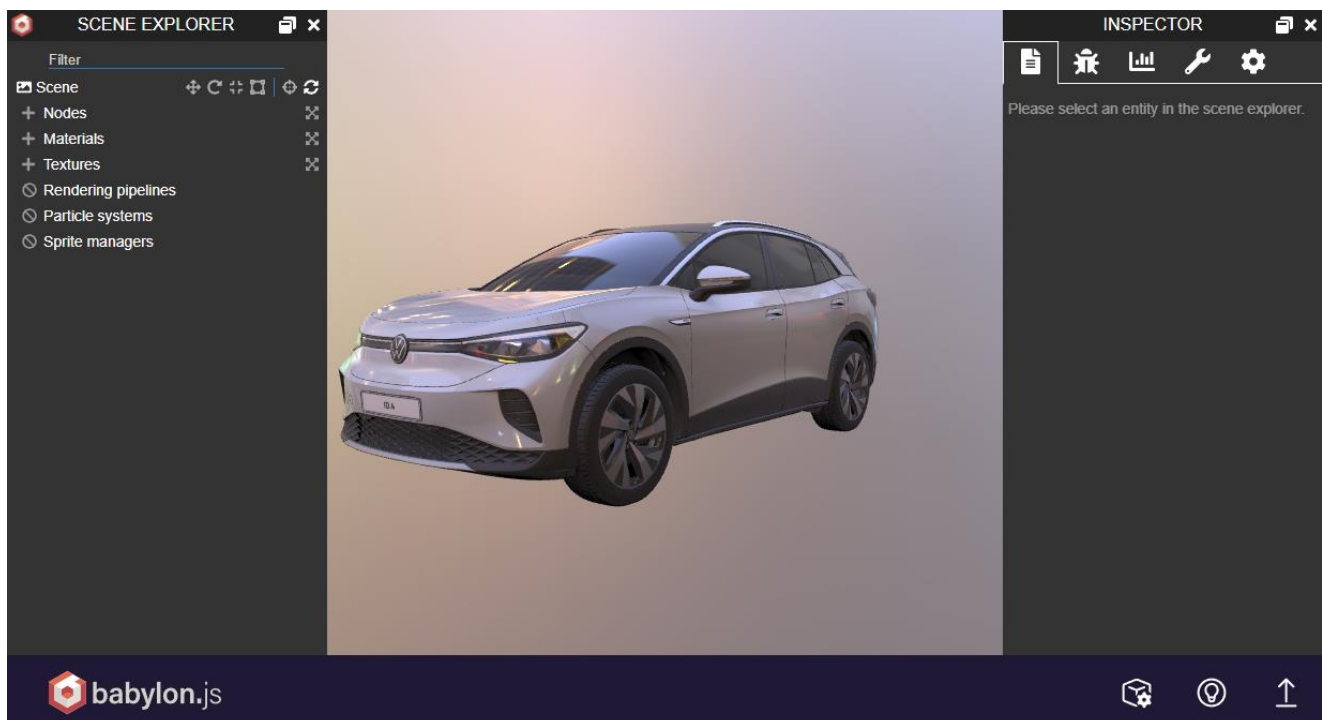
Babylon.js

Overview

Application	Babylon.js
Download	https://sandbox.babylonjs.com/
Platform	WebGL
Development OS	Web
Model type	Type 2 Compressed GLB and USDZ
Platform Limitations	20mb Recommended Limit

How it works

1. Follow instructions here <https://doc.babylonjs.com/>
2. Link your page to GLB and USDZ assets.



Overview

Application	8 th Wall
Download	https://www.8thwall.com/
Platform	WebXR
Development OS	Web
Model type	Type 1 Compressed GLB
Platform Limitations	10mb Recommended Limit

How it works

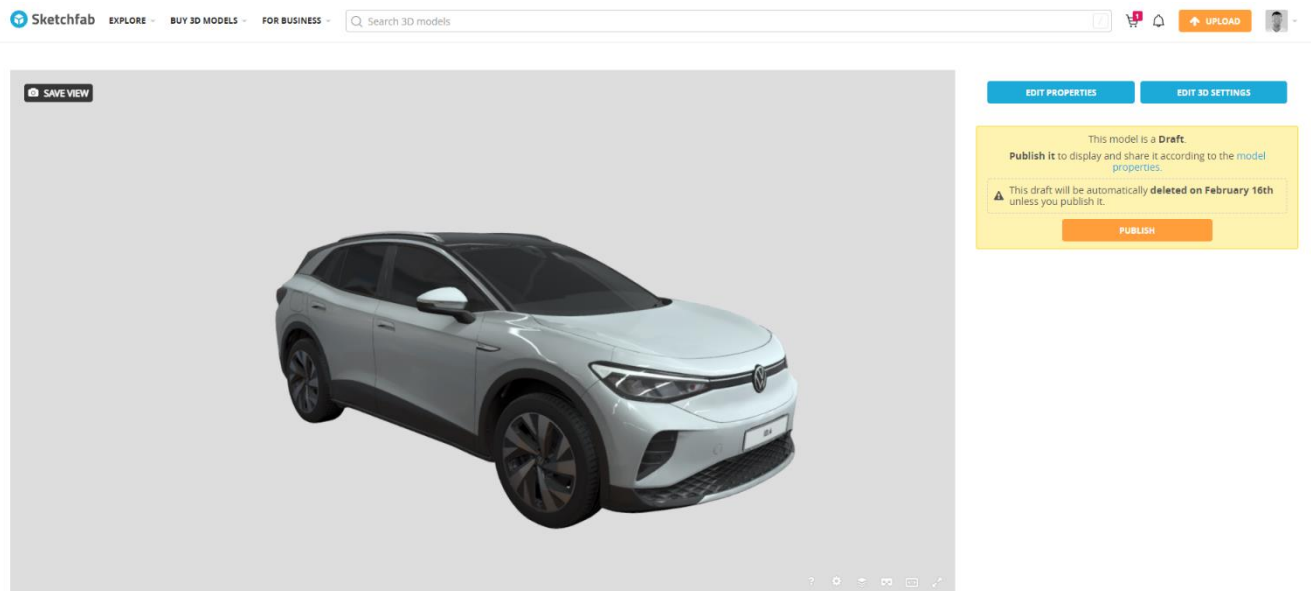
1. Follow instructions here <https://www.8thwall.com/docs/web/>
2. Import GLB into the project using WebGL framework like Babylon.js

Overview

Application	Sketchfab
Download	https://sketchfab.com/
Platform	Model Share
Development OS	Web
Model type	Type 2 or 3 Uncompressed GLB
Platform Limitations	No Limit

How it works

1. Upload GLB to your account on <https://sketchfab.com/>
2. Use the 3D model settings to tweak the look and viewer settings



Blender 3.0

Overview

Application	Blender
Download	https://www.blender.org/
Platform	Model Edit
Development OS	Windows
Model type	Type 1 or 2 or 3 Uncompressed GLB or USDZ
Platform Limitations	No Limit

How it works

1. Download from <https://www.blender.org/download/>
2. Import model



Autodesk Maya

Overview

Application	Autodesk Maya
Download	https://www.autodesk.co.uk/products/maya/overview
Platform	Model Edit
Development OS	Windows
Model type	Type 1 or 2 or 3 Uncompressed GLB
Platform Limitations	No Limit

How it works

1. Download and purchase license
2. Install GLTF importer plugin (e.g.) <https://www.simlab-soft.com/3d-plugins/gltf-to-maya-main.aspx>
3. Import Model

Overview

Application	Unity
Download	https://unity.com/
Platform	Game Engine
Development OS	Windows
Model type	Type 1 or 2 or 3 Uncompressed GLB
Platform Limitations	No Limit

How it works

1. Download from <https://store.unity.com/front-page>
2. Add GLTF Fast package <https://github.com/atteneder/gltFast>
3. Import Model

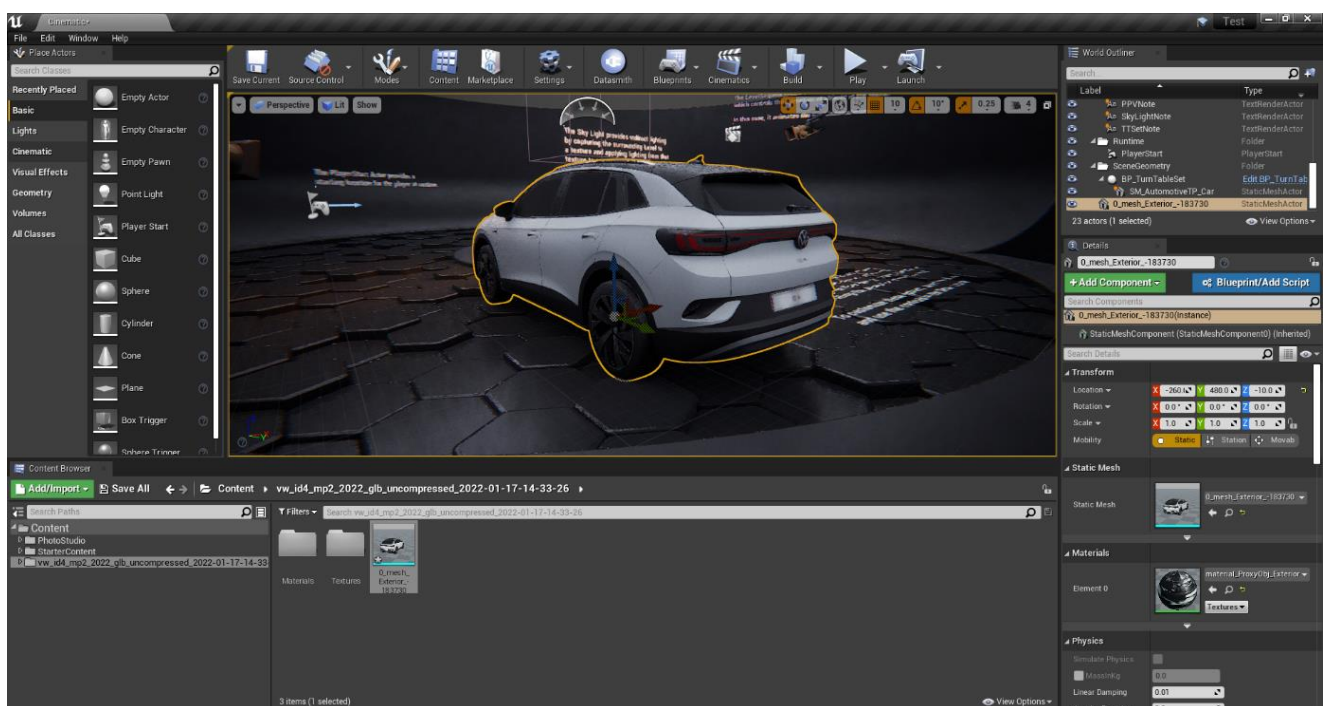
Unreal

Overview

Application	Unreal
Download	https://www.unrealengine.com/
Platform	Game Engine
Development OS	Windows
Model type	Type 1 or 2 or 3 Uncompressed GLB
Platform Limitations	No Limit

How it works

1. Download from <https://www.unrealengine.com/en-US/download>
2. Import Model into content browser
3. Add asset to your scene



Thank you