



# Cheetah Mobile Launches ARCam Augmented Reality App: Create 3D Moments with Your Photos, Videos and Instagram Posts

SAN FRANCISCO, CA, UNITED STATES, September 27, 2017 /EINPresswire.com/ -- Cheetah Mobile Inc., a leading mobile internet company that aims to provide leading apps for mobile users worldwide and connect users with personalized content on the mobile platform, is pleased to announce its newest app, ARCam, which allows users to create a 3D moment by inserting augmented reality features into photos and videos. ARCam was built on Apple's ARKit introduced with iOS 11 and is available now for download at [ARCam App Store](#).

"ARCam is a new, streamlined app that allows people to have more fun with their phone camera than ever before, by creating images that pop with augmented reality," explains Jill Shih, vice president of product & user experience at Cheetah Mobile. "The application allows users to insert popular emojis, location tags and digital time stamps into photographs and short videos which can be saved and shared on Instagram, Facebook, Messenger and sent via text and email."

## Creating 3D Moments

ARCam offers six different weather icons such as a mustachioed sun, angry lightning cloud or sleepy moon. The emojis are happy, sad, angry, love-struck and of course the obligatory smiling poop. You can add a digital time or date stamp, as well as your location featuring a rotating tag. One can also change the size of the emojis, rotate them and even have them bounce off each other. Check out a few examples below.

## Real Life Engagement

A recent study found that millennials will take 25,000 selfies in their lifetime, with some devoting a solid hour each week to the habit. Yet in a similar study, 90% of participants felt their peer's selfies were merely self-promotional and they didn't feel a connection with the person who took the photograph. It sounds like we could use a little more one-on-one engagement, and that's exactly what ARCam does, because it is most enjoyable when taking pictures and videos with friends. It's technology that facilitates real life interaction.

However, ARCam isn't just about interacting with friends, it also allows you to engage with the world around you. Add some flavor to your next outdoor shot by having a love-struck emoji roll across a beautiful bridge. Let your friends know what time it was when you took a photo of that beautiful sunset. If you're attending a concert you can take a quick video of a song, add the location, and share it with your friends so they know where you are.

ARCam also appeals to newer users who haven't played with AR yet because they don't use the existing platforms that offer AR alongside multimedia and messaging capabilities. ARCam is created exclusively for augmented reality, allowing people to bring a bit of 3D whimsy to their everyday lives.

This is AR in its simplest form; clean lines with no additional messaging or multimedia features to

detract from the experience. All users need is a little bit of imagination to start engaging with their environment and the people around them.

A great way for users to get started on ARCam is by immediately downloading the app and participating in the ARCam challenge.

### The ARCam Challenge!

For 15 days straight starting on Sep. 26th, ARCam users can create and tag images on their Instagram feed using the hashtag #ARCam and @ARCam\_official will give each daily winner a \$50 gift card and feature their post on the [ARCam Instagram page!](#)

ARCam is available now for download at ARCam App Store.

### About Cheetah Mobile

Cheetah Mobile is a leading mobile internet company. It aims to provide leading apps for mobile users worldwide and connect users with personalized content on the mobile platform. Cheetah Mobile's products, including its popular utility applications Clean Master, Security Master and Battery Doctor, help make users' mobile internet experience smarter, speedier, and safer. Leveraging the success of its utility applications, Cheetah Mobile has launched its line of mobile content-driven applications, including News Republic and Live.me.

Cheetah Mobile provides its advertising customers, which include direct advertisers and mobile advertising networks through which advertisers place their advertisements, with direct access to highly targeted mobile users and global promotional channels, which are capable of delivering targeted content to hundreds of millions of users.

For more information about Cheetah Mobile and its products, please visit [www.cmcm.com](http://www.cmcm.com)

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