



# Seerslab to Unveil ARGEAR, App that turns Camera feature into Snapchat Lens within a day at the AWE USA Conference 2018

PALO ALTO, CA, US, May 24, 2018 /EINPresswire.com/ -- San Francisco, CA – Seerslab, a leading Augmented and Virtual Reality media corporation and Y-combinator's innovative media start-up will be launching [ARGEAR](#) platform including AR SDK (Software Development Toolkit) and its AR content platform called "ARGEAR" at [AWE](#) Conference in Santa Clara, CA on May 31st, which is the biggest AR/VR conference and expo in the world.

With ARGEAR SDK and its AR sticker content archive, app developers around the world will be able to convert their camera feature into Snapchat Lens with varieties of trendy AR expressions within a day. Lollicam is the original app created by Seerslab that introduced the face-tracking sticker and cinematic effect concept that has been adopted by companies such as Snapchat and Facebook.

"Seerslab is proud to help application developers around the world to easily adopt the AR technology and content on its application by providing them with its all-in-one ARGEAR platform," said Michael Chong, CEO and Founder of Seerslab. "Seerslab will add more exciting AR contents by collaborating with Hollywood and global studios and provide more advanced AR features such as real-time segmentation and style transfer soon through its ARGEAR platform in the near future," he added.

Free to implement its SDK and API of ARGEAR platform, it is the all-in-one solution to adopt AR feature on any product. It will not only offer the basic AR selfie features such as real-time face-tracking and camera filter, but will also provide advanced features such as beautification, 3D sticker and various trigger effects. For more information, please visit [www.argear.io](http://www.argear.io).

## About Seerslab

Headquartered in Palo Alto, CA, Seerslab is a media tech and content start-up company that provides proven Augmented & Mixed Reality solution and contents to global smartphone and application makers. As the AR contents partner of Samsung, Seerslab provides a variety of AR stickers and effects on the default camera of Samsung Galaxy smartphone series. Funded by world-renowned venture capitals such as Y-Combinator and Foundation Capital, its flagship application Lollicam has reached over 10 million downloads worldwide.

For more information, please visit [www.seerslab.com](http://www.seerslab.com) or contact Sonia Awan at 747-254-5705. [soniaawanpr@gmail.com](mailto:soniaawanpr@gmail.com)

For information on AWE USA, please visit <https://augmentedworldexpo.com/>

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