

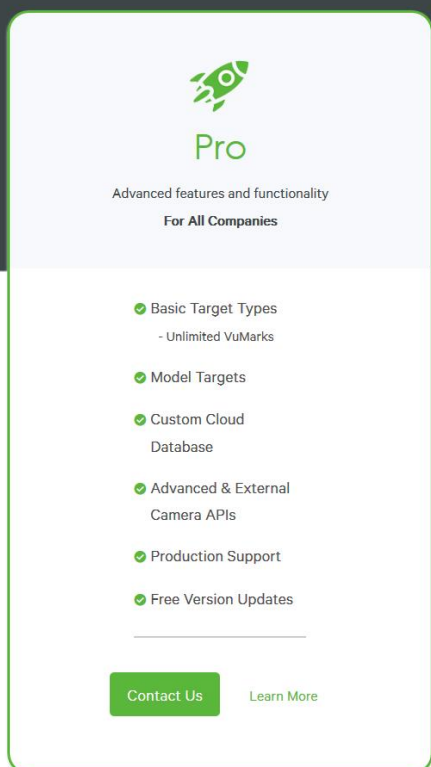
Ready to Deploy?

Develop for free. Purchase when you're ready to deploy.

Vuforia Engine is the leading augmented reality software chosen by over half a million developers.

Register now for a free Vuforia Development License Key, and when you're ready to launch, choose a subscription plan that fits your project or client. Looking to stay on the cutting edge of AR? Get early access to the latest features and receive direct support by joining the [Vuforia Innovator Program](#).

Need help deciding on a plan? [Let us know](#).

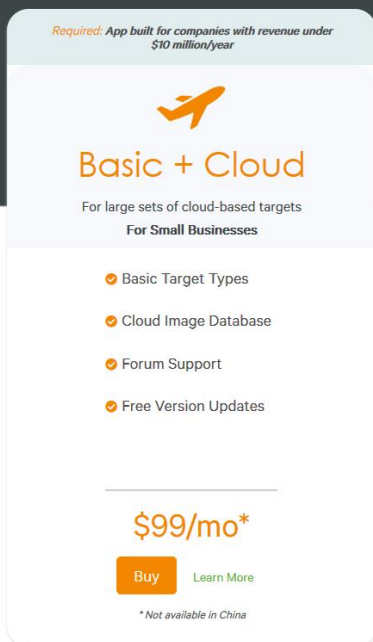


Pro

Advanced features and functionality
For All Companies

- Basic Target Types
 - Unlimited VuMarks
- Model Targets
- Custom Cloud Database
- Advanced & External Camera APIs
- Production Support
- Free Version Updates

[Contact Us](#) [Learn More](#)



Required: App built for companies with revenue under \$10 million/year

Basic + Cloud

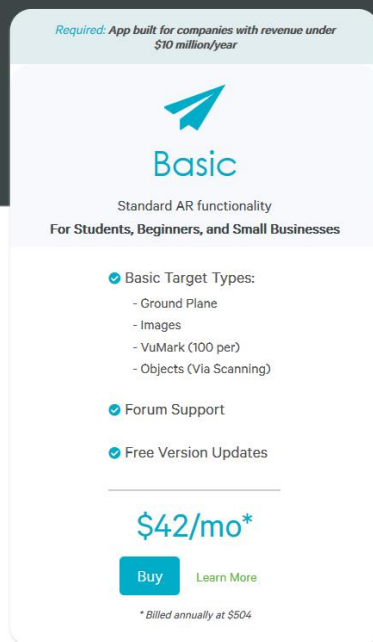
For large sets of cloud-based targets
For Small Businesses

- Basic Target Types
- Cloud Image Database
- Forum Support
- Free Version Updates

\$99/mo*

[Buy](#) [Learn More](#)

* Not available in China



Required: App built for companies with revenue under \$10 million/year

Basic

Standard AR functionality
For Students, Beginners, and Small Businesses

- Basic Target Types:
 - Ground Plane
 - Images
 - VuMark (100 per)
 - Objects (Via Scanning)
- Forum Support
- Free Version Updates

\$42/mo*

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* Billed annually at \$504

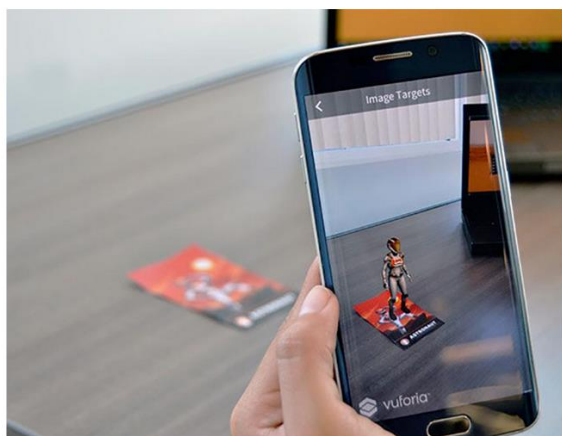
License Plans

Pro License

The Vuforia Engine Pro license is the most advanced AR technology offering on the market and offers support for the widest range of devices available. With over a decade of computer vision innovation, Vuforia offers robust and accurate experiences for your new or existing applications. This license includes all our markerless and images-based AR features, custom cloud support, Advanced & External Camera APIs, and Model Targets. Model Targets utilize a 3D CAD model, and when combined with Artificial Intelligence, your users get an advanced, easy to use experience.

This license is intended for any business or organization looking to make robust AR applications. Production support is included.

[Contact Us](#)



Basic + Cloud License

The Vuforia Engine Basic + Cloud license offers all the powerful AR features included in the Basic license (VuMarks, Images Targets, Object Targets, and Ground Plane) and adds a Cloud Recognition Database. Our Vuforia cloud database supports up to 100,000 images and 10,000 image recognitions a month. This license is intended for businesses and developers who want to build applications that use large, dynamic sets of targets. Cloud databases are perfect for use with magazines or catalogs. Support is provided through our Vuforia Engine Community Forum.

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Basic License

The Vuforia Engine Basic license offers developers access to our leading AR technology and broadest device support. Vuforia's features are powered through advanced computer vision and VISLAM, providing developers with the most accurate, robust, and stable AR experiences. The Basic license includes Ground Plane, Image Targets, VuMarks, and Object Targets. This license is intended for businesses or developers making applications to be used with a consistent set of targets. Support is provided through our Vuforia Engine Community Forum.

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Frequently Asked Questions

Which License Should I Purchase?

If you are building an application for a company that makes more than \$10 million a year, they need to purchase a Pro License. If they are making less than \$10 million but are creating an application as a product companion or plan to sell our software in their own application, this will also require a Pro License. We currently do not have any special licenses for students, universities, or non-profits.

Where Can I Learn About the Target Types?

Vuforia Engine offers a wide range of augmented reality target options. You can read more about each one [here](#).

What Are Model Targets?

Model Targets recognize physical objects by their CAD data. Developers can also use Deep Learning to train models to be recognized instantly and automatically.

What Devices Are Supported?

Vuforia Engine supports a wide range of iOS, Android and UWP devices. For a complete list, [click here](#).

Can I Use One License for Multiple Applications?

No. Each app needs its own license.

How do I Change Plans?

[Contact us](#) to obtain a new license type for your application.

What if None of the Licensing Options Meet My Needs?

To discuss licensing options with our sales team please fill out this [form](#).

Have More Licensing & Pricing Questions? [Click Here](#).