

Create the World You Want to See

AR changes how people experience the world around them — creating moments they wouldn't normally get to see otherwise.



250M+

Snapchatters engage with AR on an average of over 6 billion times a day.¹



5 Trillion+

Lens views² for over 2.5 million Lenses from creators worldwide.³

Spectacles

30+

Countries where Spectacles creators are exploring what the future of wearable AR experiences looks like.³

WHAT'S NEW FOR CREATORS



Lens Studio is introducing exciting new capabilities for our global community of Lens creators:

- Use ML Environment Matching and Ray Tracing to bring a new level of realism to AR experiences.
- API Library expands with more partners, ranging from Finance, Weather, to Sports and Lifestyle verticals including Astrology.
- Improved Lens Analytics with Event Insights.

(Left) Tiffany & Co use Ray Tracing to make AR objects shine in a way that's true-to-life.

Lens Cloud is a new collection of backend services that expands the types of AR experiences that can be built into a Lens. Now you can create experiences that leverage:

- Multi-User Services, so groups of friends can interact together, at the same time, with the same Lens.
- Location-based Services, allowing you to anchor your Lens to any point in the world.
- Soon, we'll offer Storage Services, which will allow you to store assets for complex interactive Lenses in our cloud, as well as call on them on-demand.

Featured Partners

Scan to View



Monsters Everywhere



Through the Water



Horoscope



City Parking (GoSpooky)

Join and Build the Future

Be part of the community that's changing how we see the world.

[JOIN SNAP LENS NETWORK](#)

¹ Snap Inc. internal data Q1 2022.

² Snap Inc. internal data up to March 2022.

³ Snap Inc. internal data as of December 31, 2021.