



Everything you print becomes a doorway.

Papyr is an augmented-reality studio for printed business material. Compose a live AR scene on every page of a brochure, menu, flyer or catalog — then let anyone scan it with a phone camera. No app to install.

FORMAT

[Product overview](#)

ENGINE

[WebAR · browser-native](#)

EDITIONS

[Free · Pro · Ultra](#)



SECTION 01 — THE IDEA

Print doesn't fail because it's paper. It fails because it stops.

A brochure says its piece and then goes quiet. It can't show the product turning in space, can't play the walkthrough, can't take the call. Papyr keeps the paper exactly as it is — and hangs everything it couldn't carry in the air above it.

HOW IT WORKS

1

STEP 01

Upload your pages

Drop in the pages of your brochure, flyer, menu, catalog or poster. Each page is registered as its own image target — a canvas the camera can recognise.

2

STEP 02

Compose in the studio

Place 3D models, video, audio, text and tappable buttons directly onto the page in a live 3D viewport. Drag, scale, tilt, turn. No code, no headset, no build step.

3

STEP 03

Print & let anyone scan

Publish and print. A customer points a phone camera at the page and the scene comes alive in the browser — anchored to the paper, tracked as it moves.

THE DELTA

One brochure. Many pages. A different world on each one.

Most AR tools give you a single marker and a single scene. Papyr treats a printed piece the way it actually exists — as a sequence. Every page carries its own target and its own composition, and the published viewer registers them all at once, so a reader can flip the booklet and each spread answers differently.



Project

The printed piece — brochure, menu, catalog



Pages

Each page = one image target



Scene

Each target = its own AR composition



Scan

One link, one QR, every page live





Six things you can hang above a printed page.

A Papyr scene is a composition of elements, each anchored in the page's own coordinate space and each independently positioned, sized, rotated and linked.



FIG. 01

3D models

Drop a glTF/GLB model onto the page. It stands up off the paper and tracks with it.

- Auto-fit sizing — an icon and a car both land usable
- Baked animation playback, with speed control
- Continuous self-rotate for showcase turntables
- Per-model brightness



FIG. 02

Video

A clip playing on the page itself — walkthroughs, testimonials, the product in use.

- Keeps the clip's true aspect ratio — no squashing
- Loop, mute, volume and playback-rate control
- Un-mutes on first tap where browsers demand it



FIG. 03

Images

Floating stills — floor plans, before/after, spec sheets, certifications, a second angle.

- Aspect-preserved planes
- Free to place — no token cost
- Tappable, like every other element



FIG. 04

Audio

A voice-over, a jingle, an ambient bed that starts the moment the page is recognised.

- Autoplay on scan, with looping
- Tappable speaker control as a fallback where autoplay is blocked



FIG. 05

Text

Names, prices, taglines, disclaimers — set in the air, in any colour, above the ink.

- Custom colour per element
- Change the copy without reprinting the page
- Free to place — no token cost



FIG. 06

Tappable buttons

The part paper can never do: an action the reader takes without putting the page down.

- WhatsApp, Instagram, LinkedIn, X, Facebook, YouTube
- Website, email and click-to-call links
- Any element can carry a tap link, not just buttons

“Everything you print becomes a doorway.”

Every element sits in a page-relative coordinate space shared by the editor and the published viewer — so what you compose on screen is exactly what the camera resolves on the printed page. No drift between preview and scan.





A real 3D workspace, not a form with a preview.

The editor is a live viewport rendered with the same conventions as the AR runtime. You compose against the actual page image, at the actual scale, with the actual lighting.

FIG. 07

Full transform control

Every element gets six degrees of placement plus a size multiplier — enough to sit a model on a table edge or lean a sign into the reader.

- **Position** anywhere on or above the page
- **Tilt, Turn and Roll** — independent X / Y / Z rotation
- **Scale** as a multiplier of the auto-fit size
- **Hide** an element to keep it as a draft
- **Scene lighting** intensity, so models never render dark

FIG. 08

Pages, ordered and managed

A project behaves like the booklet it represents — pages you can add, reorder, re-crop and publish independently.

- Reorder pages; the viewer follows
- Built-in image cropper for target images
- Publish page-by-page — ship the finished spreads first
- Live storage and usage meters as you build

FIG. 09

Templates & scene gallery

Start from a composition that already works, then bend it to your brand. Save your own layouts as personal templates and reuse them across projects.

- Ready-made AR templates on every plan — including Free
- Curated 3D model gallery
- Save personal templates from any scene

FIG. 10

Your models — a reusable library

Every model you generate or upload is filed into your own library and can be placed on any page of any project, as many times as you like.

- Reuse is **free** — you paid for the mesh, not the placement
- Library assets outlive the page they were made on
- Re-uploading the same file is de-duplicated automatically
- Deleting is blocked while a live page still uses it

UNDER THE HOOD

Every upload is optimised before it ships

3D files arrive heavy. Papyr runs every model through a compression and mesh-optimisation pipeline on the way in, so the scene a customer loads over mobile data is a fraction of the size of the file you dropped in — without you thinking about it. Page images are processed the same way.





Photograph the object. Get the model.

The hardest part of AR has never been the AR — it's owning a 3D model of your own product. Papyr removes that. Point a phone at the thing, and a textured, AR-ready model comes back.

THE FLOW

One photo in, one placeable model out



Snap

Take or pick a photo — right from the studio



Generate

Runs on hosted 3D reconstruction



Optimise

Compressed for mobile automatically



Place

Lands in your library, ready for any page

FIG. 11

Built to be honest about time

A generation takes roughly **two to three minutes** end to end — queue, reconstruction, optimisation and upload. The studio tells you that up front rather than promising seconds it can't deliver.

FIG. 12

You only pay for what lands

Generation is the one action with real compute cost behind it, so it's charged up front — and **automatically refunded** if it fails or you cancel while it's still running. A model that arrives is yours forever.

FIG. 13 — SET EXPECTATIONS WITH YOUR TEAM

What it is, and what it isn't

This produces a **fast, plausible, AR-ready** model — the object reads correctly at arm's length on a printed page, which is exactly the viewing distance that matters here. It is **not a metrology scan**. Glass, chrome, dense foliage and thin flat objects are genuinely hard for single-photo reconstruction and will disappoint. Solid, matte, well-lit products on a clean background are where it shines. We say so inside the product too — nobody should burn an afternoon discovering it.

Reuse costs nothing.

Once a model exists, placing it on a second page — or a second project entirely — is free. Generate a product once, and put it on the flyer, the catalog spread and the counter card.





No app. No store listing. No asking anything of your reader.

The single biggest reason print AR campaigns fail is the install step. Papyr publishes to the open web: a link and a camera, and it runs.



FIG. 14

Browser-native WebAR

Scanning happens in the phone's own browser. Nothing to download, nothing to update, nothing that can be rejected by an app store.

- Works on modern iOS and Android browsers
- The viewer is public and anonymous — no sign-up to scan
- Share by link or printed QR code



FIG. 15

Every page live at once

The published viewer registers all of a project's pages simultaneously. A reader opens the link once and can then scan any spread in the booklet.

- One link and one QR for the whole piece
- Scan any page — that page's scene appears
- Unpublished pages stay private until you're ready

DURABILITY

Print outlives software. Your AR should too.

A printed run can sit in a showroom for years. That's a real risk for AR built on someone else's hosted platform — when the platform closes, the print becomes dead paper. Papyr runs its AR engine **self-hosted from our own infrastructure**, with no dependency on a third-party CDN or a vendor's app key at scan time. What you print in January still scans in December.

SECURITY & OWNERSHIP

Your data is row-isolated

Every project, page and asset is scoped to your account and enforced at the database layer — not just in the UI.

Published means published

Only pages you explicitly publish are readable by a scanner. Drafts are never exposed.

No dead links in print

An asset can't be deleted out from under a page that's already live, so a printed piece never resolves to a broken scene.





If it's printed, it can be scannable.

Papyr was built brochure-first, but nothing in it is brochure-only. Any printed surface with a stable image can carry a scene.



Real estate

A property flyer that stands the building up in 3D, plays the walkthrough video and puts a call button on the page.



Restaurants & cafés

An AR menu where each dish appears in 3D above its listing — the single most persuasive answer to “what does that look like?”



Product catalogs

Every SKU turning on its own page, with spec sheets, colourways and a buy link that skips the search bar.



Event & film posters

The trailer plays off the poster on a wall, with tickets one tap away while the reader is still standing there.



Packaging & labels

Provenance, how-to-use, allergen detail and authenticity — held on the box without crowding the design.



Pitch & sales decks

A leave-behind that keeps presenting after you've left the room — the demo, the numbers, your calendar link.



Signage & wayfinding

Museum placards, showroom boards and trade-stand panels that expand into the full story on demand.



Manuals & instructions

The assembly step shown in 3D beside the diagram — where written instructions have always struggled.

WHY IT CONVERTS

The reader is already holding the thing

A printed piece has the reader's full attention and their hands. What it has never had is a way to close the gap between interest and action — the URL retyped, the search that goes to a competitor, the intent lost on the walk to a laptop. An AR scene puts the video, the product and the call button in that exact moment.





Simple editions that scale with your print.

Every edition — including Free — can publish real AR that anyone can scan. Paid editions add volume, storage and the ability to bring your own media.

Free

₹0

forever

Publish your first AR piece and let anyone scan it — on us.

- ✓ 1 project · up to 2 pages
- ✓ Ready-made AR templates
- ✓ Publish & scan — no app needed
- Custom 3D / video uploads

Pro

₹1,499

/mo

For businesses shipping polished, template-built AR across a few pieces.

- ✓ 3 projects · up to 10 pages each
- ✓ Full template & scene gallery
- ✓ 250 MB media storage
- Custom 3D / video uploads

Ultra

MOST COMPLETE

₹3,999

/mo

The full studio — upload your own 3D, video & audio across many pieces.

- ✓ 15 projects · up to 50 pages each
- ✓ Full studio — every AR element
- ✓ Custom 3D, video, image & audio uploads
- ✓ Photo → 3D generation
- ✓ 1 GB storage · priority support

WHAT EACH ACTION COSTS

ACTION	TOKENS	AVAILABLE ON
Publish a template-built page	60	Free · Pro
Build & publish a custom page	80	Ultra
Upload a 3D model	40	Ultra
Generate a 3D model from a photo	40	Ultra
Upload a video	100	Ultra
Images, audio, text, buttons & links	Free	Per plan
Re-placing a model you already own	Free	All plans

A page is charged once, on its first publish — editing a live page afterwards is free. Generation is charged before it runs and refunded automatically if it fails or is cancelled. Prices in INR, billed monthly, cancel any time.





START HERE

Your next print run can be the one people point a phone at.

Make a free account, upload one page, and publish something scannable in an afternoon. No card, no sales call, no app for anyone to install.

Start free

See it working

WHAT YOU NEED

A printed page, a phone, and the artwork you were already sending to the printer. Papyr works with the files you have.

WHAT IT TAKES

Most first scenes are composed in under an hour. Templates get you to something publishable considerably faster.

PAPYR

An AR studio for business print material. Brochures, menus, catalogs, flyers, posters, packaging.

POINT. SCAN. LIVE.

THE PAPER STAYS — THE STORY MOVES