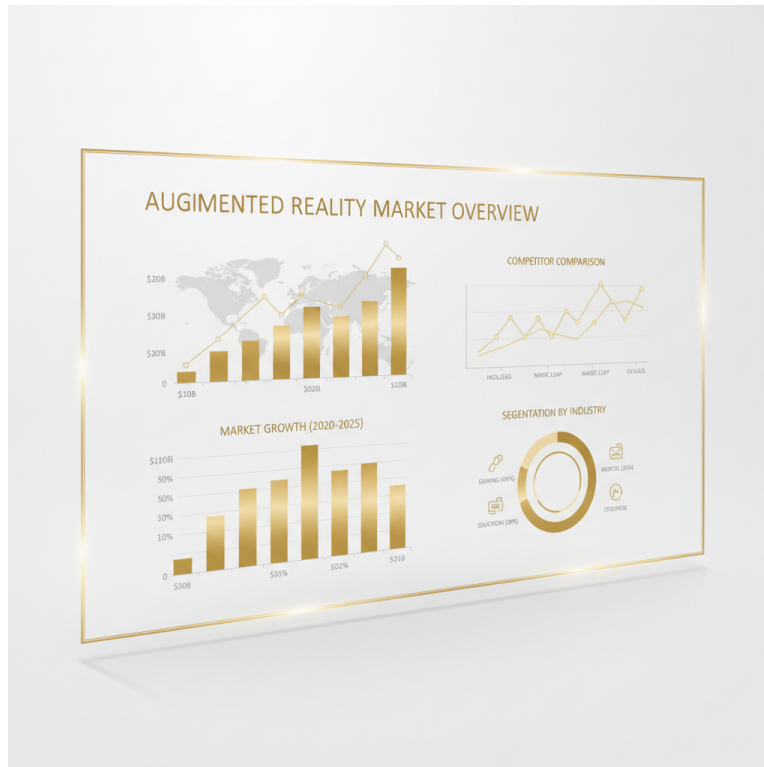


4D VIEWR SaaS Competitive Analysis

March 14, 2026 — AR SaaS Market Intelligence Report



Market Overview

The global augmented reality market is experiencing explosive growth. The shutdown of 8th Wall (the dominant WebAR platform) in February 2026 has created a massive market vacuum — thousands of businesses need a new AR platform.

\$140B	\$211B	\$2.3T	35.1%
AR MARKET 2025	PROJECTED 2026	PROJECTED 2034	CAGR

41.8%	\$43B	\$5.5M	\$0
SOFTWARE CAGR	NORTH AMERICA 2025	ZAPWORKS REVENUE	8TH WALL (DEAD)

The AR software segment is the fastest-growing at 41.8% CAGR. With 8th Wall gone, the largest remaining WebAR SaaS (Zapworks) does only \$5.5M/year in revenue. This market is small, fragmented, and winnable.

The 8th Wall Opportunity



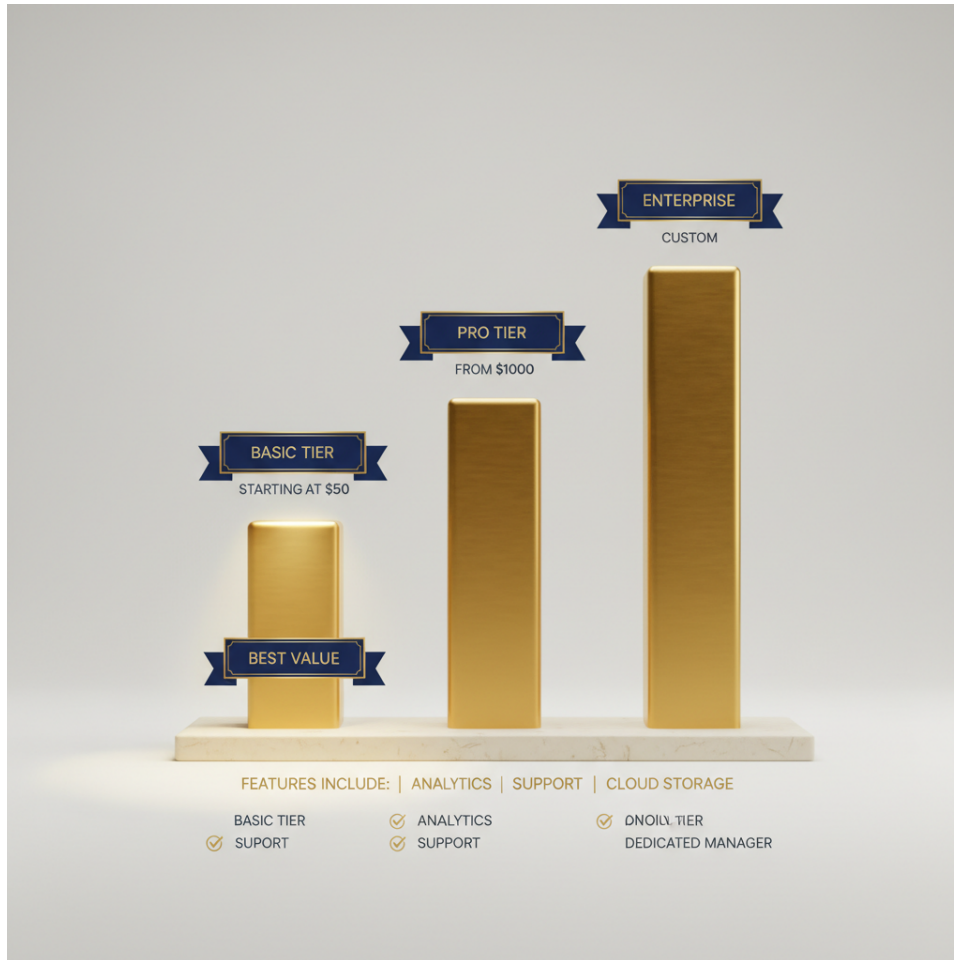
8th Wall was the undisputed leader in WebAR. They powered tens of thousands of AR experiences and reached billions of devices. They charged \$700/month per project (\$3,000/month before September 2024). In February 2026, they shut down all hosted services.

- **Feb 28, 2026:** Editing access ended, recurring billing stopped
- **Feb 28, 2027:** All hosted AR content goes offline permanently
- **Open source:** Engine code released (MIT) but no hosting, no support, no cloud editor
- **Impact:** Thousands of businesses scrambling for alternatives
- **Our play:** Capture these customers with 4D VIEWR SaaS at 1/28th the price

Competitor Landscape — 13 Companies Analyzed

Company	Country	Founded	Funding	Revenue	Status
8th Wall (Niantic)	USA	2016	\$470M+	—	DEAD (Feb 2026)
Zapworks (Zappar)	UK	2011	\$3.75M	\$5.5M/yr	Active (acquired Oct 2024)
Blippar	UK	2011	\$199M	\$25-100M est.	Active (post-b ankruptcy)
PlugXR	India	2018	Unknown	<\$5M est.	Active
Hololink	Denmark	2019	\$149-708K	Unknown	Active
AR Code	France	~2022	Bootstrapped	Unknown	Active
MyWebAR (DEVAR)	—	~2019	Unknown	Unknown	Active
UniteAR	India	~2019	Unknown	Unknown	Active
Overly	Latvia	~2016	\$100K	<\$5M	Active
Augmania	Germany	2015	Unknown	Unknown	Active
ARLOOPA	Armenia	2017	Unknown	Unknown	Active
Kivicube	China	~2020	Unknown	Unknown	Active
4D VIEWR (US)	USA	2013	Self-funded	Pre-revenue	LAUNCHING

Pricing Comparison — We Win on Price



Platform	Cheapest Plan	Mid-Tier	Top Tier	Per-View Fee?
4D VIEWR (us)	\$24.99/mo	\$49.99/mo	\$99.99/mo	No
Zapworks	\$315/mo	\$315/mo	Custom	\$30/1K views
Blippar (Builder)	£7.99/mo (watermark)	£99/mo (2 projects)	£249/mo (5 proj)	No
Blippar (SDK)	£100/mo (1K views)	£250/mo	Custom	Yes
PlugXR	\$35/mo	\$350/mo	Custom	No

Hololink	€29/mo	€99/mo	€159/mo	No
MyWebAR	\$25/mo	\$250/mo	Custom	Unknown
UniteAR	\$59/mo (100 views!)	\$199/mo	Custom	Yes
Overly	€19.99/scene/mo	€19.99 x N	Custom	No
Augmania	\$199/mo	—	Custom	Unknown
8th Wall	DEAD	DEAD	DEAD	N/A

At \$24.99/month for commercial use, 4D VIEWR is 12x cheaper than Zapworks (\$315/mo) and 28x cheaper than 8th Wall was (\$700/mo). No per-view charges, no per-scene limits, no watermarks on paid plans.

Top Competitor Deep Dives

Zapworks (Zappar) — The Current Market Leader

Revenue: £4.4M (~\$5.5M/yr) as of March 2024

Funding: \$3.75M Series A (2017)

Acquired: October 2024

Employees: ~50-100

HQ: London, UK

- **Developer:** \$12.99/mo — Non-commercial only, 25MB max, US hosting
- **Pro:** \$315/mo — 12,000 views/yr, 50MB, 3 team members
- **Enterprise:** Custom — Mandatory if revenue >\$10M
- **Overage:** \$30 per 1,000 additional views
- **Strength:** Most mature platform, AI features, strong brand
- **Weakness:** \$315/mo minimum for commercial use is a dealbreaker for small creators

Blippar — The Phoenix

Revenue: Estimated \$25-100M

Funding: \$199M total (nearly bankrupt in 2018)

Employees: 250-500

HQ: London, UK

- **Builder Creative Plus:** £99/mo for just 2 published projects
- **Builder Pro:** £249/mo for 5 projects, 5 users
- **SDK Commercial:** £250/mo for unlimited views
- **Strength:** Enterprise relationships, brand recognition
- **Weakness:** Artificial per-project limits, confusing tier structure, bankruptcy baggage

Hololink — The Scrappy Challenger

Funding: \$149-708K (Techstars, Expert DOJO)

Employees: ~10-20

HQ: Copenhagen, Denmark

- **Basic:** €29/mo — Unlimited publishes and views, Hololink-branded
- **Pro:** €99/mo — White-label, custom URL, 10 seats
- **Strength:** No per-view charges, simple pricing
- **Weakness:** Tiny company, minimal features, Europe-based

Our Competitive Advantages



1. Price Leadership

At \$24.99/mo for commercial use, we are the cheapest full-featured AR SaaS platform. We undercut every competitor by 3x-12x. This is possible because we use MindAR (MIT license) — zero engine licensing cost.

2. Physical + Digital Moat

No other SaaS competitor sells physical AR products. We sell coasters, keychains, and packaging that trigger AR experiences. This creates a unique product-service ecosystem that can't be replicated by software-only competitors.

3. Existing App Store Presence

4D VIEWR has been on the App Store since 2013 (ID: 926102239, v4.5.1). No competitor has both a native app AND a web-based SaaS creation platform.

4. 8th Wall Vacuum

The dominant player died. Their \$700/mo customers need a new home. We offer the same capability (browser-based AR with image tracking) at 1/28th the price.

5. US-Based

Most competitors are in UK, India, Europe, or China. For US enterprise customers, a Los Angeles-based company with USD pricing removes friction.

6. Zero Engine Licensing Cost

MindAR is open source (MIT license). Competitors either built proprietary engines or relied on 8th Wall. Our zero licensing cost means we can sustainably price lower than everyone — forever.

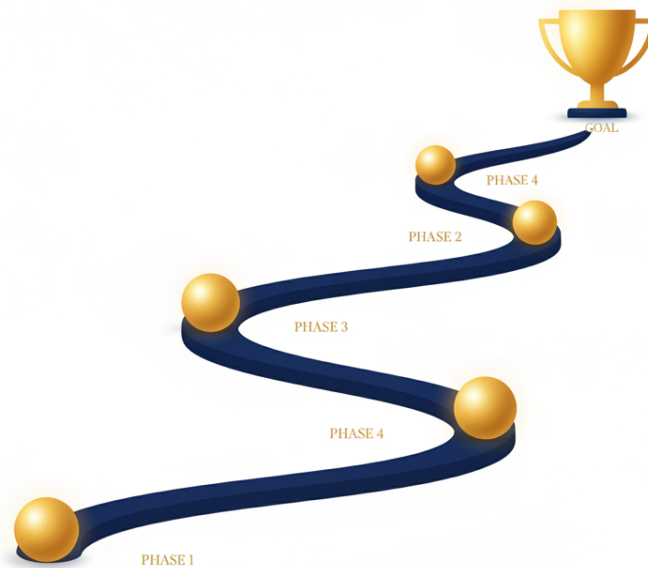
Honest Assessment — Our Weaknesses

- **Team size:** 1 person vs Zappar's 50-100 and Blippar's 250-500. Limits dev speed and support capacity.
- **Feature depth:** No face tracking, body tracking, or geo-AR yet. Zapworks has AI credits and advanced SDK.
- **Enterprise features:** No SSO, SLA guarantees, or advanced team management.
- **Brand in WebAR:** We have 10+ years in native AR but are new to WebAR SaaS specifically.

These are solvable. Face tracking can be added (MindAR already supports it). Enterprise features are engineering work, not innovation. And brand builds with time and customers.

Strategic Roadmap — Path to #1

ROADMAP



Phase 1: Capture 8th Wall Refugees (Now — Q2 2026)

- SEO blitz: 'best 8th wall alternative', 'webar platform 2026', 'ar scene creator'
- Build 8th Wall project migration/import tool
- Price story: \$24.99/mo vs their \$700/mo — 28x cheaper
- Launch landing page specifically targeting 8th Wall customers

Phase 2: Undercut Zapworks (Q2 — Q3 2026)

- Target their \$315/mo Pro customers with our \$49.99/mo Pro
- Add face tracking (MindAR supports it)
- Add analytics dashboard

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- Case studies: same results at 1/6th the cost

Phase 3: Physical + Digital Moat (Q3 — Q4 2026)

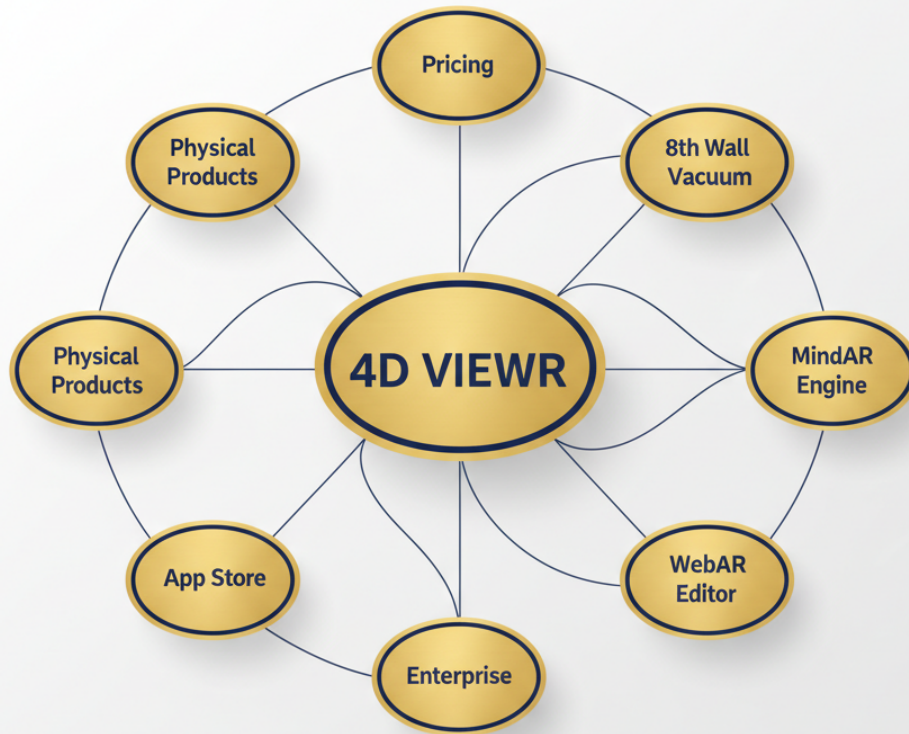
- B2B play: restaurants, bars, events order custom AR coasters + manage scenes
- Shopify/WooCommerce plugin for AR product previews
- E-commerce: sell physical AR products AND the SaaS to create them

Phase 4: Platform Play (2027)

- Marketplace: creators sell AR scenes/templates to each other
- API access for developers
- White-label: agencies rebrand our editor for clients
- Full native app integration: SaaS scenes viewable in 4D VIEWR iOS/Android



Strategic Mind Map



The 4D VIEWR SaaS platform sits at the intersection of multiple competitive advantages. Our unique position — combining the lowest price, an existing App Store presence, physical AR products, and zero engine licensing costs — creates a defensible moat that no single competitor can replicate.

Momentum & Market Direction



35.1%

MARKET CAGR

41.8%

SOFTWARE CAGR

\$2.3T

2034 MARKET

28x

CHEAPER THAN 8TH WALL



Growth Staircase — Next Milestones



SaaS Platform Build

90%



Editor, Viewer, Auth, Billing — 90% complete

Stripe Billing

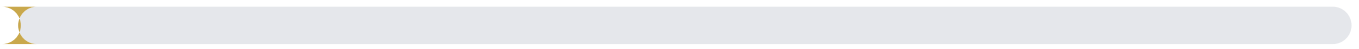
100%



3 products live, webhook configured

First Paying Customer

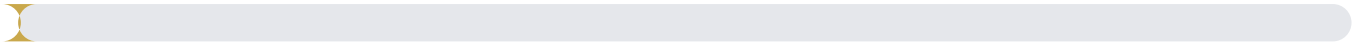
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\$0 / \$24.99 — next milestone

Monthly Revenue Goal

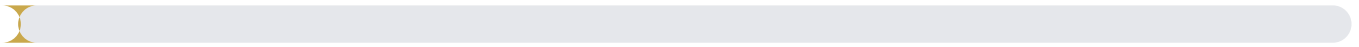
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\$0 / \$5,000/mo

8th Wall Migration Tool

0%



Not started — high-impact opportunity