

Augmented Reality (AR) Effect on Instagram to light up your Diwali posts

The popular photo-sharing app Instagram added an Augmented Reality (AR) effect which contains diyas, mandalas, festival lights, and colors. Once you open the Effects Gallery, you can search the effect using the “festive diya”. Instagram which is a cultural place where people can freely express languages wants to make this Diwali special for people. This effect is available in seven languages – English, Hindi, Marathi, Bengali, Telugu, Tamil, and Urdu.

Augmented Reality (AR) provides digital elements to a live view frequently by using the smartphone camera which gives the user the real-world experience. The first AR technology was developed in 1968 by Ivan Sutherland, also called the Father of Computer Graphics, who built an AR head-mounted display system.

AR uses existing reality and objects to obtain computer-generated images over the top of reality. These images take the shape of 3D videos, models, and information. Some incredible examples of AR are U.S. Army, Google’s Star War Stickers, Disney Coloring Book, Weather Channel Studio Effects, L’Oreal Makeup app, and Pokemon Go app.

Instagram also introduces gif stickers and content programming for Durga Puja apart from AR effects. Add funny and impressive stickers to any post or story on Instagram. When you want to add a sticker in the photos or story, you will see a new GIF option. Click it to open a whole library of hundreds of thousands of moving stickers powered by GIPHY.

You can browse the latest trends on GIPHY or search for their extensive collection to find the desired sticker. From

whirling hearts and bouncing letters to dancing cats and pizza in space, these animated stickers make images and videos funny and creative.

Instagram is rolling out the feature to upload photos and videos of any size to your story in the coming weeks. When you upload a photo or video, compress it to share in its original dimensions whether it is a portrait, square, or landscape. Any extra space will be filled with a custom color that matches with the posts you share.