

Snapchat Adds New 3D Body Scan Lenses for Halloween

AUTHOR

Andrew Hutchinson
@adhutchinson

PUBLISHED

Oct. 28, 2020

SHARE IT

- [in POST](#)
- [SHARE](#)
- [TWEET](#)

Snapchat has launched a new set of 3D body scan Lenses, building upon its [body tracking technology](#), which are able to move and adjust based on how you move on screen.



As you can see here, the new Lenses respond to your movement in the frame, with digital characters or costumes aligning with your actions. Snapchat says that this is a first of its kind AR tool, with the Lenses working in both the front and rear-facing camera alignments.



The new Lenses track 18 joints on the human body, and apply 3D models to follow the movements of the person, or people, within the camera's view.

It reminds me of the full body tracking that EDM artist Skrillex used in his Mothership tour many years back, which enabled him to project giant 3D characters onto a screen at the back of the stage.



Now, Snapchat users can essentially utilize the same within the privacy of

studio / ID

Creating the Right Omnichannel Strategy for Today's Customers

Discover how to optimize your strategy across channels to meet evolving customer needs and build loyalty.

[Download now](#)

GET THE NEWSLETTER

Subscribe to **Social Media Today** to get the must-read news & insights in your inbox.

Enter your work email

[Sign up](#)

MOST POPULAR

1. [SOCIAL MEDIA PLATFORMS](#)
MONTHLY ACTIVE USERS

The 8 Best Social Media Platforms to Market Your Business in 2021 [Infographic]
2. [8 Types of High-Performing Video Content to Upgrade Your Marketing Strategy](#) [Infographic]
3. [Social Media Size Guide Update 2021](#) [Infographic]
4. [Facebook Shares New Research into the Comparative Performance of Brand vs Direct Response Campaigns](#)
5. [Would People Pay to Read Your Tweets? Considering the Potential of 'Super Followers' on Twitter](#)

LIBRARY

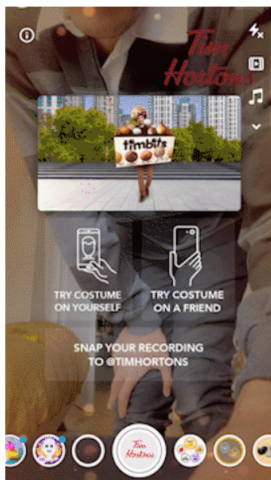
- TRENDLINE**
The rise in consumption of connected TV
 - CASE STUDY**
Raising the B2B Bar: Bringing B2C Growth and Opportunity to B2B Ecommerce
 - TRENDLINE**
Latest trends and developments in influencer marketing
- [View all](#)

EVENTS

How Nestle's Garden of Life Attracted New Customers With Their DTC Approach
Webinar 2pm ET • Mar 2, 2021


their own phones, and Snap is using the option to provide a range of virtual Halloween costumes to give people a chance to participate in the event, even if they can't go to an actual public gathering.

The new advance is also being used in ads, with Canadian icon Tim Horton's launching a sponsored body tracking Lens that enables users to turn themselves into a box of Timbits.



It looks a little shaky, but you get the idea - and the new option could open up a range of fun, new brand tie-ins and opportunities - and even new AR try on tools to get a better idea of what you might look like in a new item of clothing or similar.

studio / ID



How to Improve Your Ad Spend Efficiency and Exceed Your Revenue Target

Learn as marketing leaders share key actionable insights to help improve the efficiency of your spend and win conversions.

[Learn more](#)

And with eCommerce seeing a rapid acceleration in 2020, that could be a big deal. Right now, Snapchat is only at the start of what it may be able to do with these new options, but you can expect to see more updates and evolutions coming soon.

The new 3D body scan Lenses are available in Snapchat from today.

Follow Andrew Hutchinson on [Twitter](#)



Filed Under: [Digital Strategy](#), [Social Media Updates](#)

How to Improve Your Ad Spend Efficiency and Exceed Your Revenue Target

Webinar 2pm ET • Mar 11, 2021

[View all events](#)

INDUSTRY INTEL

DOWNLOAD

How to Drive Paid Social ROI in 2021

CallRail

studio / ID

How Nestle's Garden of Life Attracted New Customers With Their DTC Approach

Learn how to achieve a greater ROI with your digital investment to attract new customers and support growth.

[Learn more](#)

Read next



The 8 Best Social Media Platforms to Market Your

Latest in [Digital Strategy](#)

Facebook Provides Tips on How to Maximize Paid Online Events

By Andrew Hutchinson • March 01, 2021



Business in 2021 [Infographic]

Which social platforms should you focus on in 2021? Take a look at these platform stats.

By Mark Walker-Ford • Feb. 28, 2021

TikTok Launches New TikTok for Business Profile to Share Key Tips and Insights

By Andrew Hutchinson • March 01, 2021

9 Exciting eCommerce Design Trends to Inspire Your Online Shop in 2021 [Infographic]

By Mark Walker-Ford • March 01, 2021

Get Social Media Today in your inbox

The free newsletter covering the top industry headlines

EXPLORE

- Submit A Tip
- Editorial Team
- About
- Newsletter

- Article Reprints
- Press Releases
- Advertising
- Contact

RELATED PUBLICATIONS

Marketing Dive

Mobile Marketer

FOLLOW



FEEDBACK

Work email: *

Message: *

 I'm not a robot