**Facebook Acquires AR Startup**

Facebook has acquired UK augmented reality company Scape Technologies for an estimated $40 million. The firm designed a physical representation of the world, which could be integrated into wearables, autonomous vehicles and other devices that could triangulate a user's location, and Marketing Land's Greg Sterling predicts that the technology could be used for "architecture, urban planning, education, tourism and entertainment" and applications such as "targeting, attribution, [and] competitive intelligence."

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[***https://marketingland.com/facebook-buys-ar-startup-building-a-11-digital-map-of-the-physical-world-275676***](https://marketingland.com/facebook-buys-ar-startup-building-a-11-digital-map-of-the-physical-world-275676)