**Snapchat Adds AR Ground Transformation**

Snapchat has created a new augmented reality effect, Ground Transformation, which turns floors viewed through Snap Camera into water or lava with yellow caution signs. Social Media Today's Andrew Hutchinson takes a look at Snapchat's increasing array of AR features, including logo identification to unlock branded experiences, and notes, "With capacity to identify visual objects, Snap could become a key portal to connecting users with additional information, discounts, special offers and more."

***VentureBeat 2.20.20***

[***https://venturebeat.com/2020/02/20/snapchat-adds-lava-and-water-ar-lenses-using-ground-segmentation-and-ml/***](https://venturebeat.com/2020/02/20/snapchat-adds-lava-and-water-ar-lenses-using-ground-segmentation-and-ml/)