



**Helping People. Saving Gorillas.**

**Instructions on how to use the Spark AR effects:**

1. Each MoonGorilla will be named MoonGorilla #1 to MoonGorilla #10000
2. The MoonGorilla NFT owner can look up their SparkAR QR code on moongorillas.com by searching their MoonGorilla number, which will be displayed when the owner views the MoonGorilla NFT in their digital wallet
3. After entering the MoonGorilla #, the website will return a QR code as below.
4. Scanning the QR code below on your mobile device will prompt users to open their Instagram app.
5. Within the Instagram app, scan the image of your NFT (example below) to view the SparkAR version. You can share the interaction on your Instagram stories and posts.



**What is SparkAR and how do SparkAR effects work?**

Spark AR Studio is an augmented reality (AR) platform that allows users to create AR effects for mobile cameras. You can think of it like Photoshop or Sketch, but for AR. Its pioneering tech and tools are focused on bridging the gap between the real world and virtual worlds (like the rapidly expanding metaverse).