**Hololoot Partners with Enjin on Augmented Reality NFTs**

*As a core technology partner, Enjin will provide the tech stack for Hololoot’s scalable, affordable Augmented Reality non-fungible tokens (NFTs) on the Efinity Polkadot parachain.*



**07 December 2021 –** Augmented reality (AR) NFT platform [Hololoot](https://www.hololoot.io/) has announced [Enjin](https://enjin.io/) as a core technology partner. Together, Hololoot and Enjin aim to bring NFT adoption to the widest possible audience through affordable, user-friendly mints on the upcoming [Efinity](https://enj.in/efinity) parachain.

Hololoot is leveraging Enjin’s powerful NFT tools in its AR NFT marketplace. Thanks to integration with Enjin’s tech and Efinity, a dedicated blockchain for NFTs built on Polkadot, Hololoot users can quickly and easily generate 3D models and mint them as NFTs through the Hololoot app. In addition to being easy to use, Efinity is fast and inclusively priced.

<optional: embed video <https://youtu.be/b_02xPNBWqc>>

There are more than 1 billion AR-ready devices already in circulation, and Hololoot aims to connect them to the metaverse with accessible AR technology. Just about any smartphone can be used as an AR device. In the race to connect people with the metaverse, this gives Hololoot a distinct advantage over expensive Virtual Reality headset manufacturers.

Enjin’s NFTs ecosystem is an essential part of this mission, bringing power and utility to the rapidly growing NFT market. By bringing NFTs to a decentralized AR generator and marketplace, Hololoot is set to make waves in one of the fastest-growing markets in the world.

[Maciej Szafarczyk](https://www.linkedin.com/in/maciej-szafarczyk/), COO & Co-Founder of Hololoot, said, “Enjin has supported Hololoot from the very beginning, and we’re thankful for their belief in our vision for the future of interactive NFTs. Together we’re progressing towards our shared goal of building an accessible, affordable metaverse built on a decentralized Web3.”

Hololoot’s feature-rich AR NFT app, which is currently undergoing community testing, is slated for public release in Q1 2022. Their native token $HOL is launching on [EnjinStarter](http://www.enjinstarter.com) and two other launchpads between December 10–12, with the TGE to follow on December 13.

Enjin is currently vying for a Polkadot parachain slot for Efinity. Users interested in supporting the future of AR NFTs on Efinity can participate in the Efinity Crowdloan at [enj.in/loan](https://enj.in/loan).

**About Hololoot**

Hololoot is the world’s first AR NFT generator, marketplace and metaverse. By simplifying the NFT creation process and making generating AR assets easy, Hololoot brings the virtual world to life with no more than a smartphone. Powerful features and intuitive interfaces make Hololoot’s AR solution perfect for gamers, collectors, artists and anyone curious enough to dive into the expanding metaverse. The Hololoot marketplace makes trading AR NFTs easy, and their utility-rich token HOL unlocks extra value for holders throughout the application. For more information visit [hololoot.io](https://www.hololoot.io/).

**About Enjin**

[Enjin](http://enjin.io) is the leading ecosystem for non-fungible tokens (NFTs), offering a comprehensive suite of products for creating, trading, distributing and integrating NFTs into virtual worlds. As a scalable, affordable platform, Enjin's technology has seen wide application in blockchain games, apps, enterprise programs, and innovative marketing campaigns. The Enjin ecosystem is fueled by Enjin Coin (ENJ), a utility token used to back the value of blockchain assets. To date, over one billion Enjin-powered assets have been created. For more information, visit [enjin.io](https://enjin.io/).

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