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(54) **SYSTEM AND METHOD FOR INTERACTIVE LOCATION-BASED GAMEPLAY**

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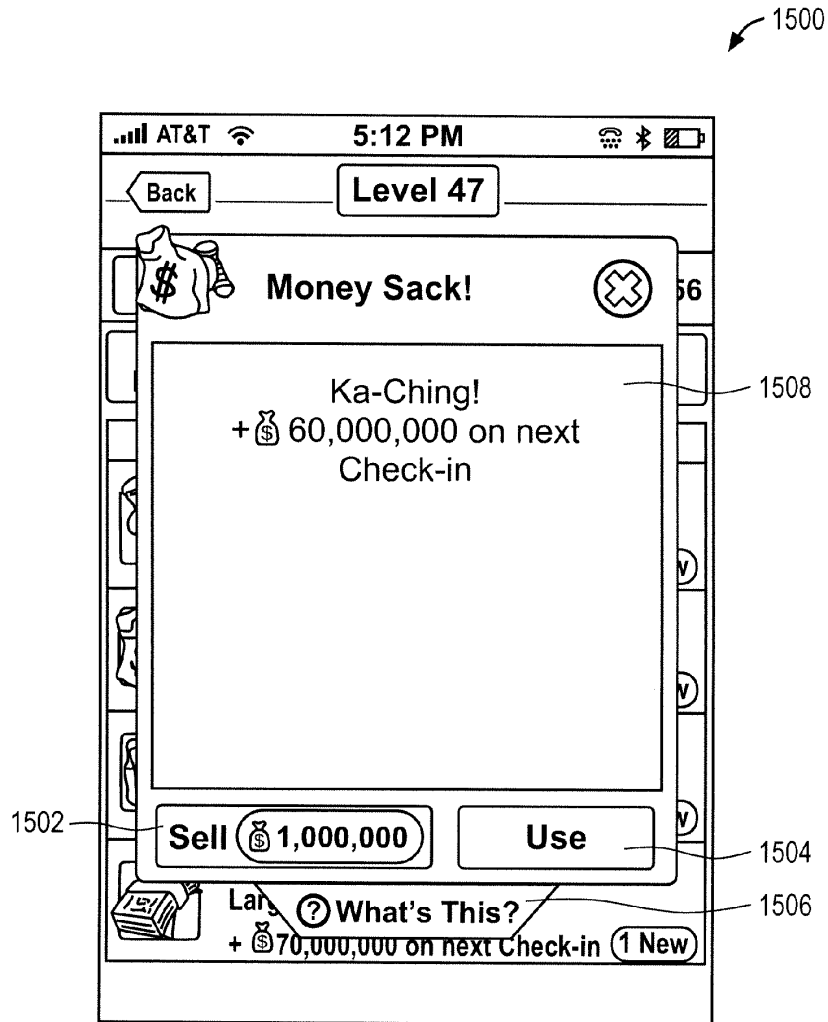(52) **U.S. Cl.** **463/25**

(57) **ABSTRACT**

Disclosed is a system comprising a location engine for detecting the location of the system, an attraction engine for identifying an attraction proximate to the system, a gameplay engine for enabling gameplay of a user to earn virtual credits based on the proximity, and a virtual item engine for providing a virtual item to the user during gameplay, the virtual item having a real-world implication and being usable by the gameplay engine for an increase or decrease of virtual credits.

FIG. 1

FIG. 2

Game Server
System

Gameplay Server Engine

Communication Engine

Web Analytics Engine

Virtual Item Storage

Virtual Item Manager

External Data Engine

Virtual Item Selection Engine

Financial Manager

FIG. 3

Game Server
Engine
(MyTown)

| Gameplay Server Controller |
| Local Attraction Storage |
| Proximity Detector |
| Local Attraction Selection Engine |
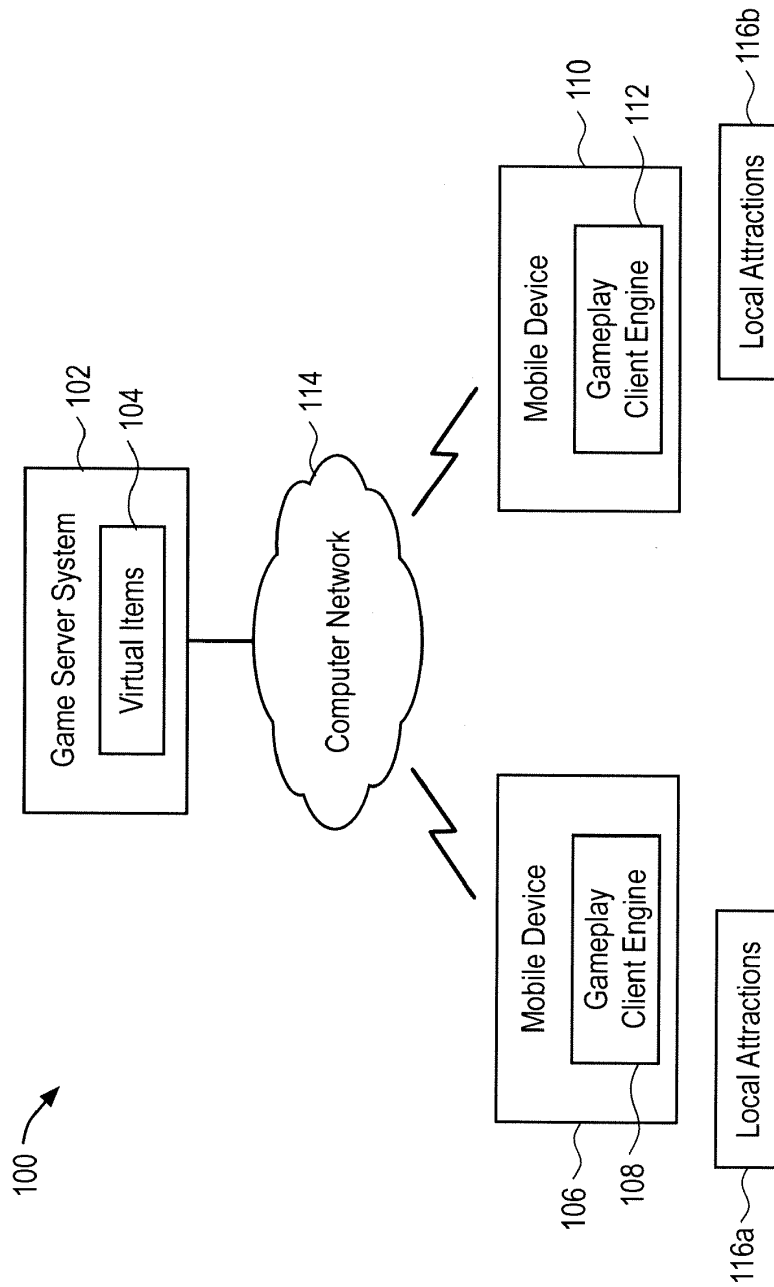
FIG. 4

DOCKET ALARM
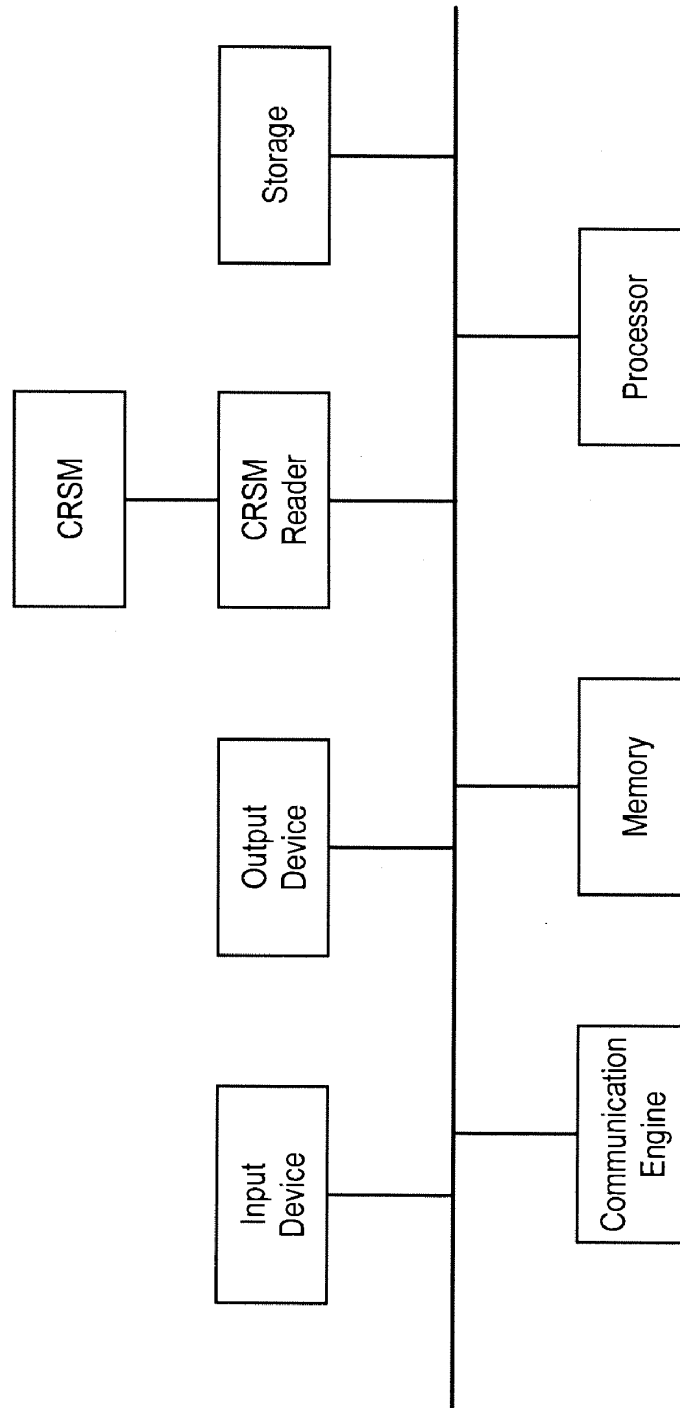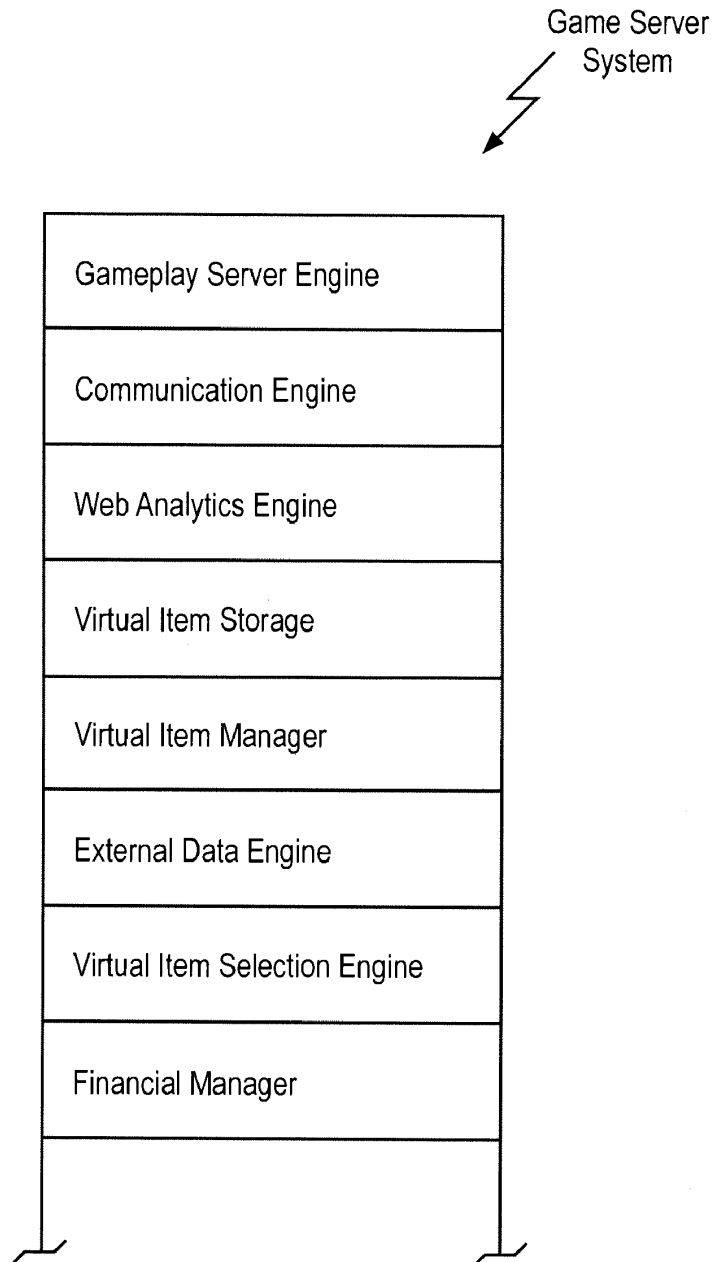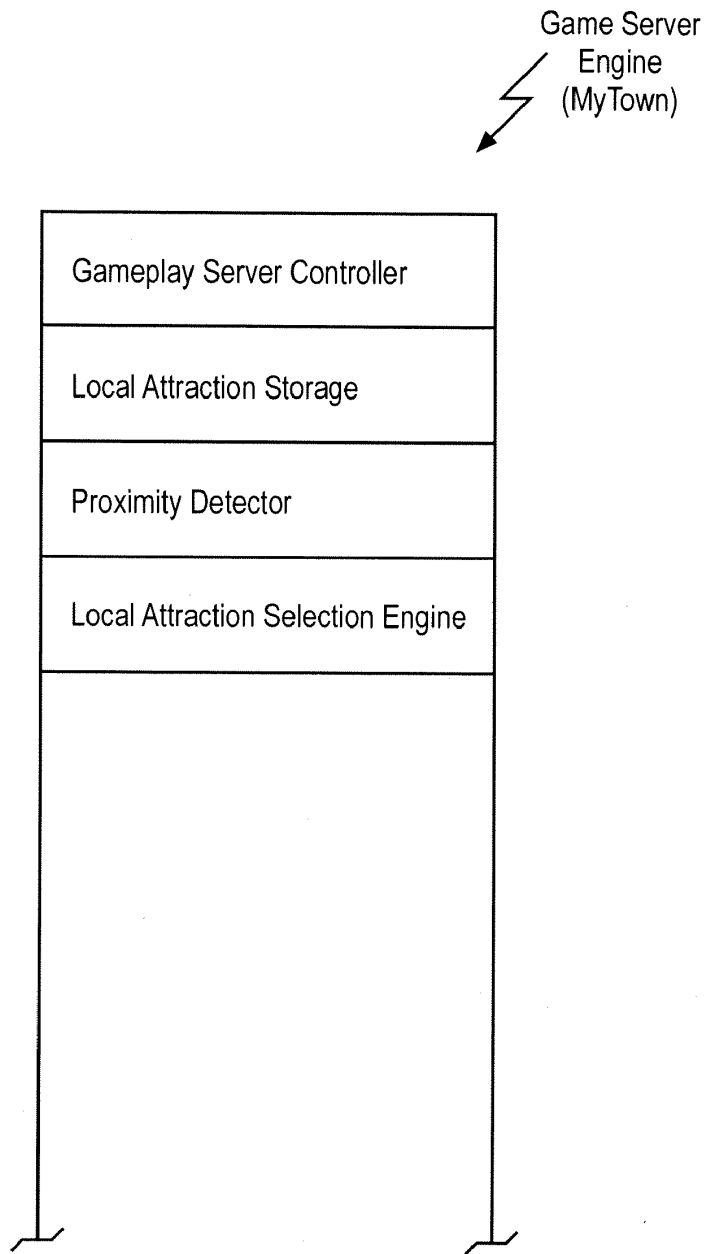
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