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(54) **ACQUIRING, RANKING AND DISPLAYING POINTS OF INTEREST FOR USE IN AN AUGMENTED REALITY SERVICE PROVISIONING SYSTEM AND GRAPHICAL USER INTERFACE FOR DISPLAYING SUCH RANKED POINTS OF INTEREST**

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(57) **ABSTRACT**

Methods for acquiring, generating and displaying ranked points of interests for use in an augmented reality service provisioning system are described. The method for generating such ranked points of interest comprises: receiving feedback information comprising information on users interactions associated with one or more points of interest displayed as selectable graphical indicators on a screen of a mobile device and assigning popularity scores to points of interests identified in said feedback information on the basis of said user interactions; associating a point of interest in a recording list, comprising points of interests sent to one or more mobile devices in said augmented reality service provisioning system, with a popularity score assigned to points of interests identified in said feedback information; and, storing said point of interest and said popularity score in a points of interest database.

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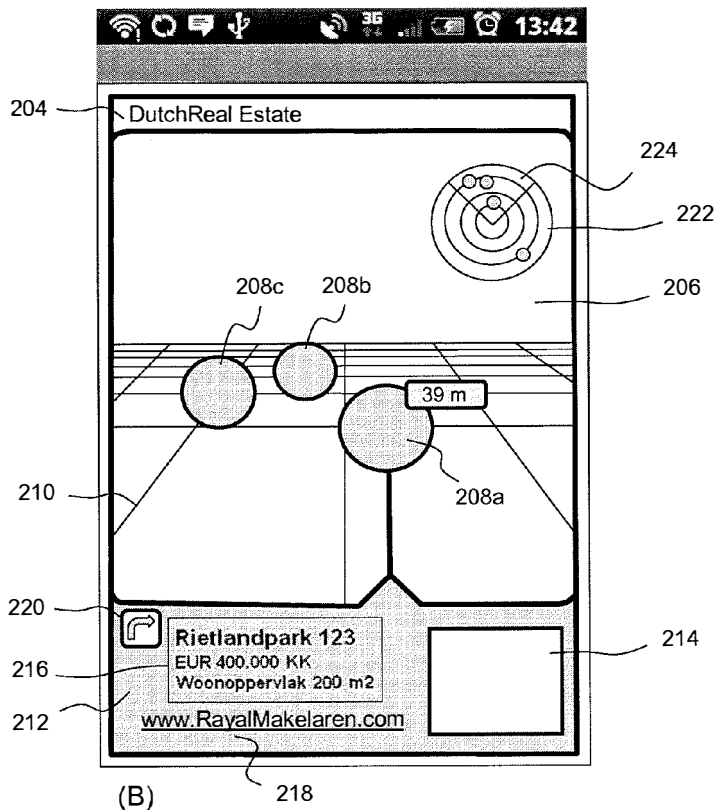
(22) PCT Filed: **Jun. 1, 2011**

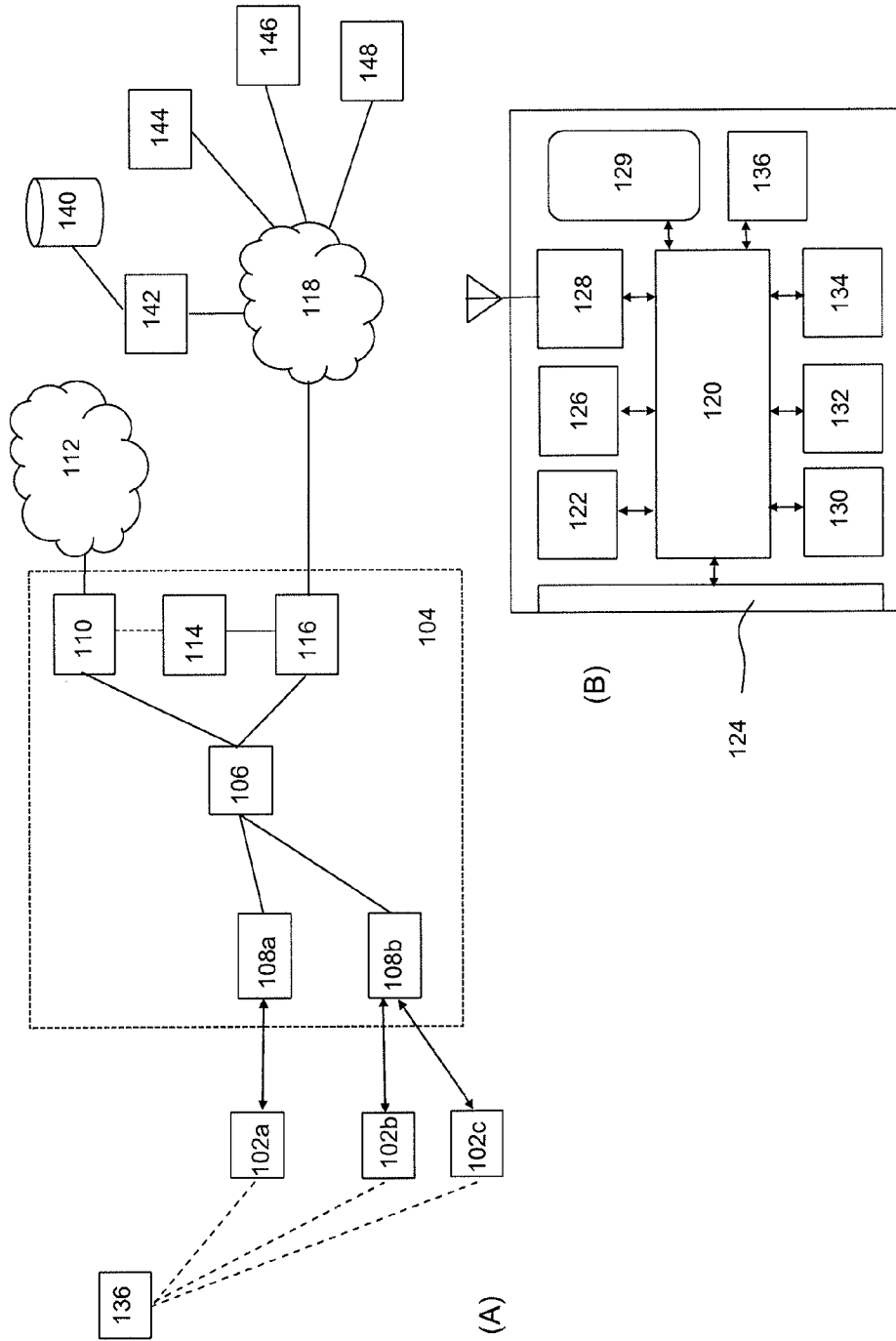
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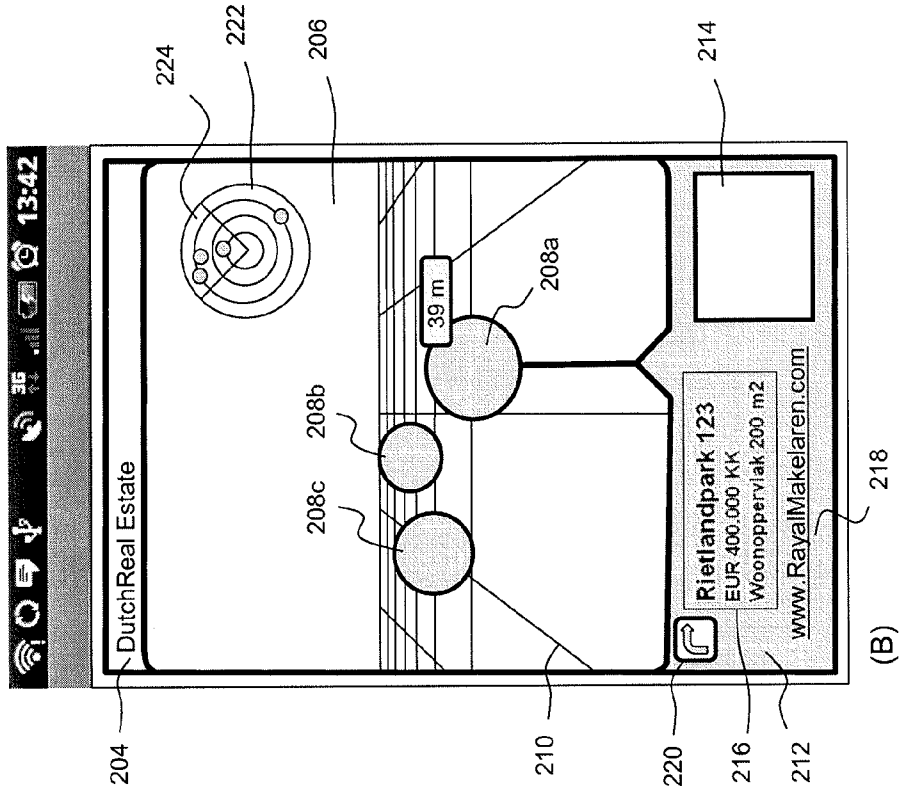
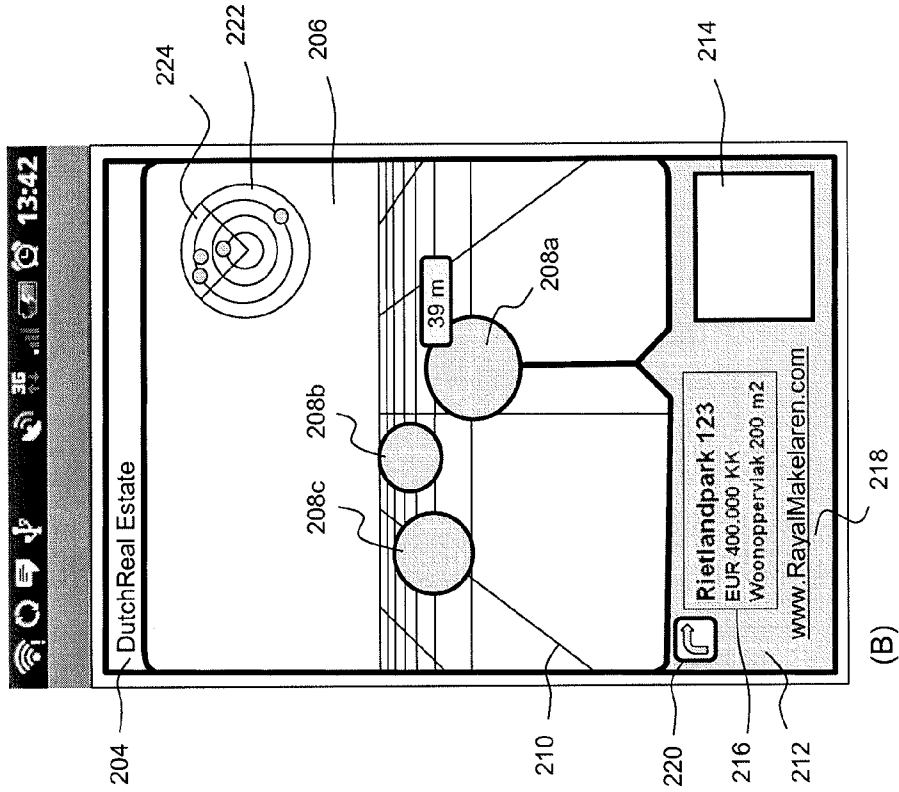
Jun. 2, 2010 (EP) 10005743.9





100

Figure 1

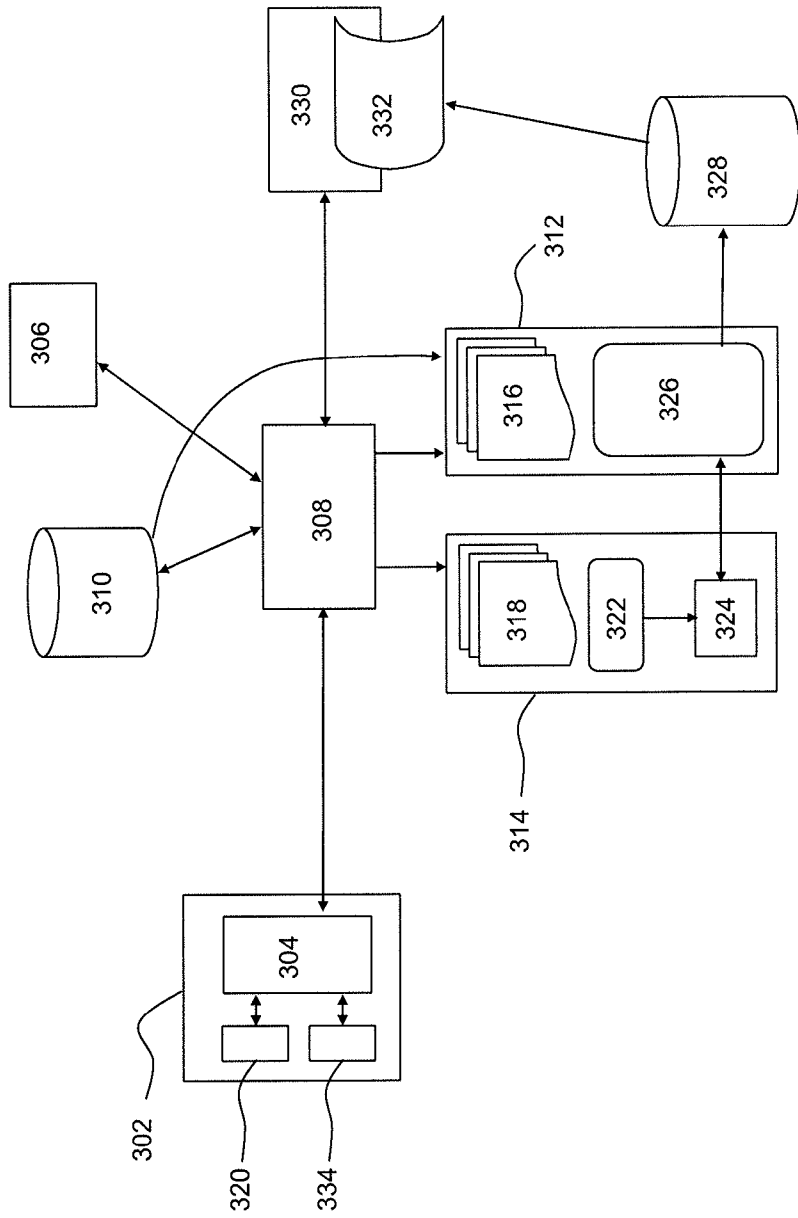


(A)

(B)

200

Figure 2



300

Figure 3

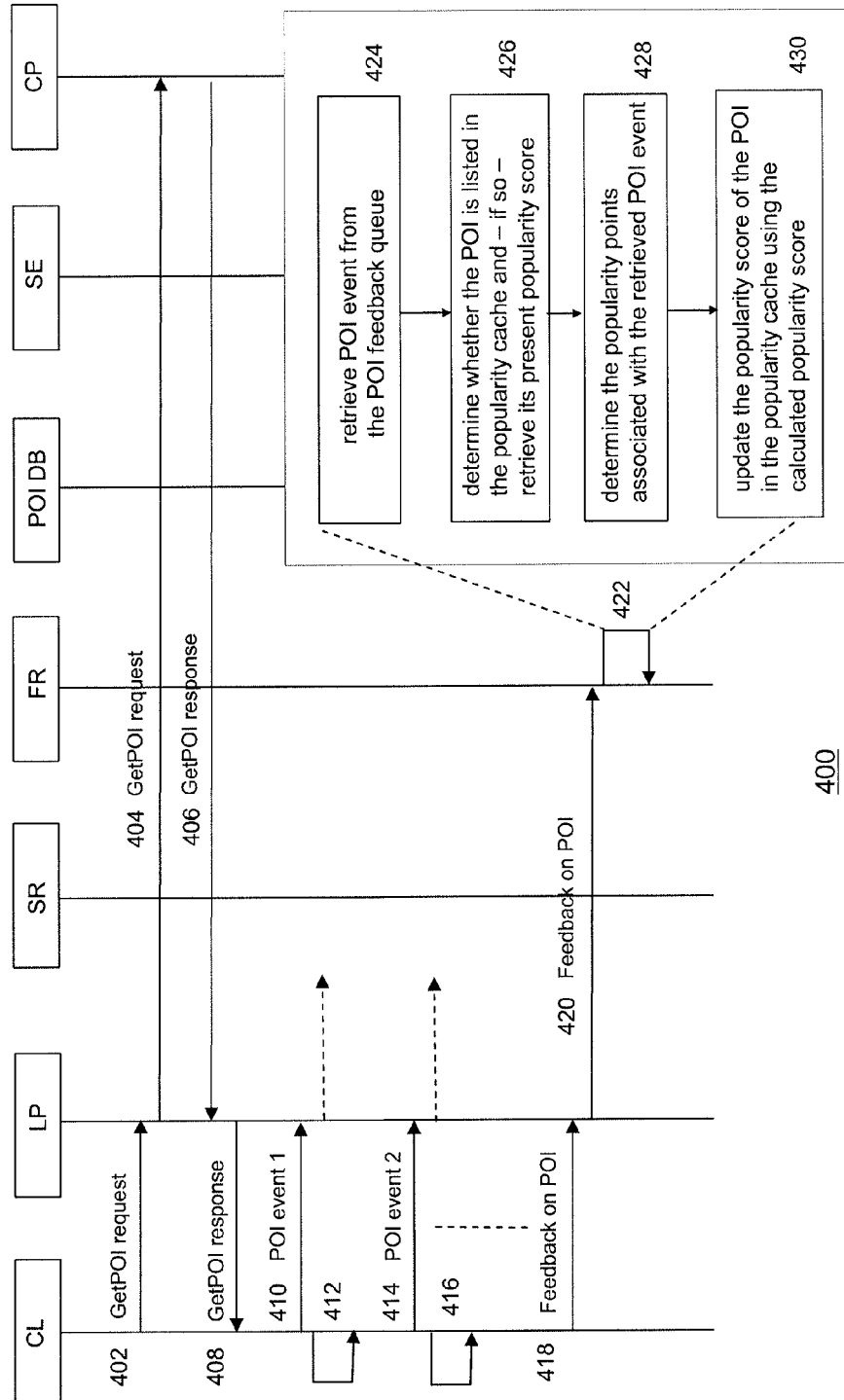


Figure 4

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