(54) **PROVIDING ADVERTISEMENTS IN AN AUGMENTED REALITY ENVIRONMENT**

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(52) **U.S. Cl.**
USPC ........................ **705/14.64**; 345/633; 705/14.4
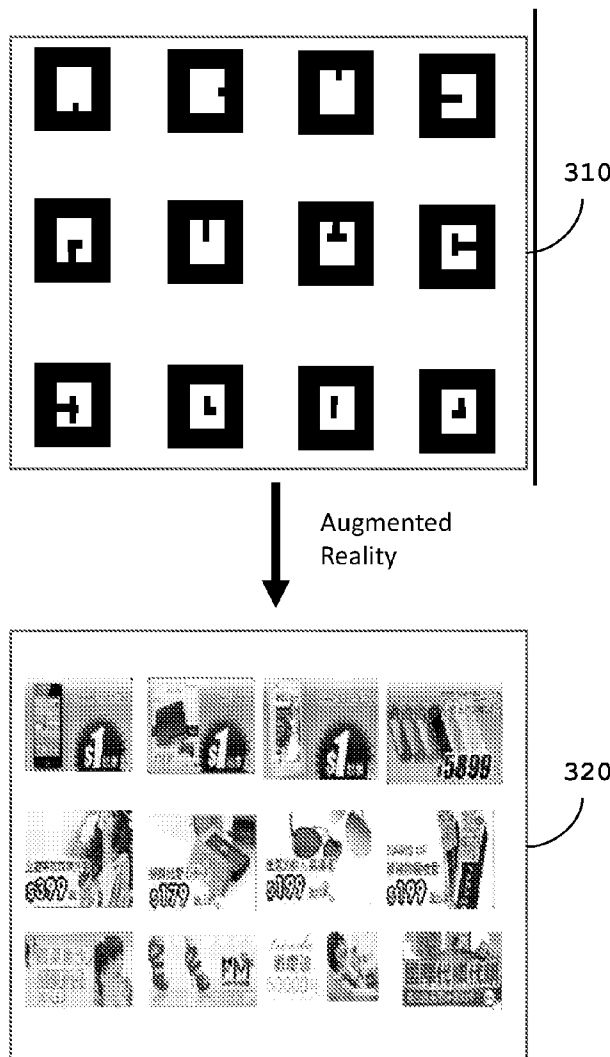
(57) **ABSTRACT**

A computer-implemented method for providing advertisements in an augmented reality environment to a user includes receiving data related to a marker, the marker placed amongst one or more physical objects captured by the video camera. The computer-implemented method also includes retrieving dynamic digital content associated with the marker. Further, the computer-implemented method includes displaying the dynamic digital content amongst the one or more physical objects. Furthermore, the computer-implemented method includes receiving a user interaction with the dynamic digital content. Moreover, the computer-implemented method includes performing an action based on the user interaction.

310

Augmented Reality

320

START

RECEIVING DATA RELATED TO A MARKER, THE MARKER PLACED AMONGST ONE OR MORE PHYSICAL OBJECTS CAPTURED BY THE VIDEO CAMERA — 110

RETRIEVING DYNAMIC DIGITAL CONTENT ASSOCIATED WITH THE MARKER — 115

DISPLAYING THE DYNAMIC DIGITAL CONTENT AMONGST THE ONE OR MORE PHYSICAL OBJECTS — 120

RECEIVING A USER INTERACTION WITH THE DYNAMIC DIGITAL CONTENT — 125

PERFORMING AN ACTION BASED ON THE USER INTERACTION — 130

END

FIG. 1

220

230

210

FIG. 2

Augmented
Reality

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FIG. 3

Mass storage and AR frame work

Download AR 3D model and digital content

High reliability image feature

410

QR-code or marker
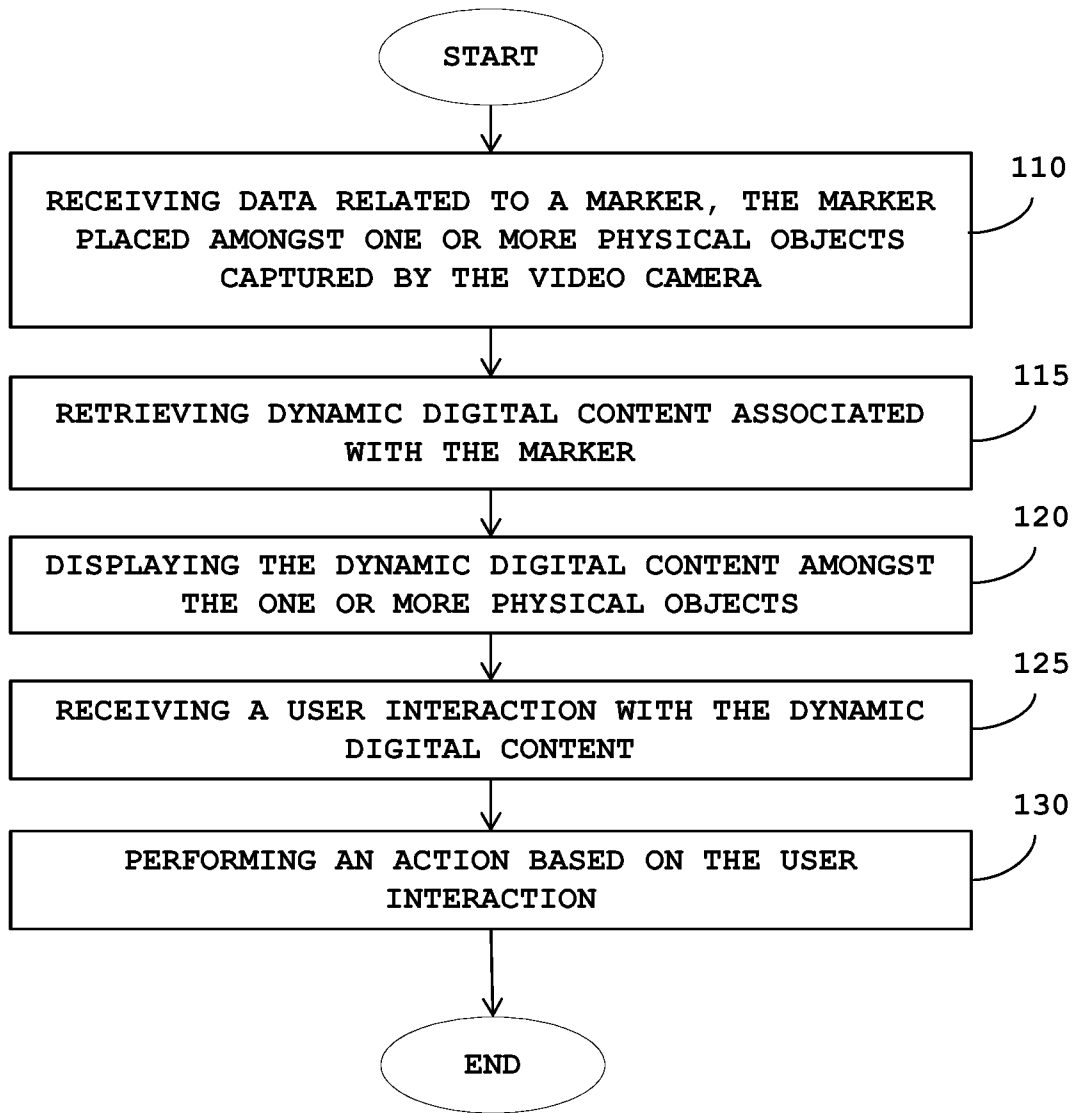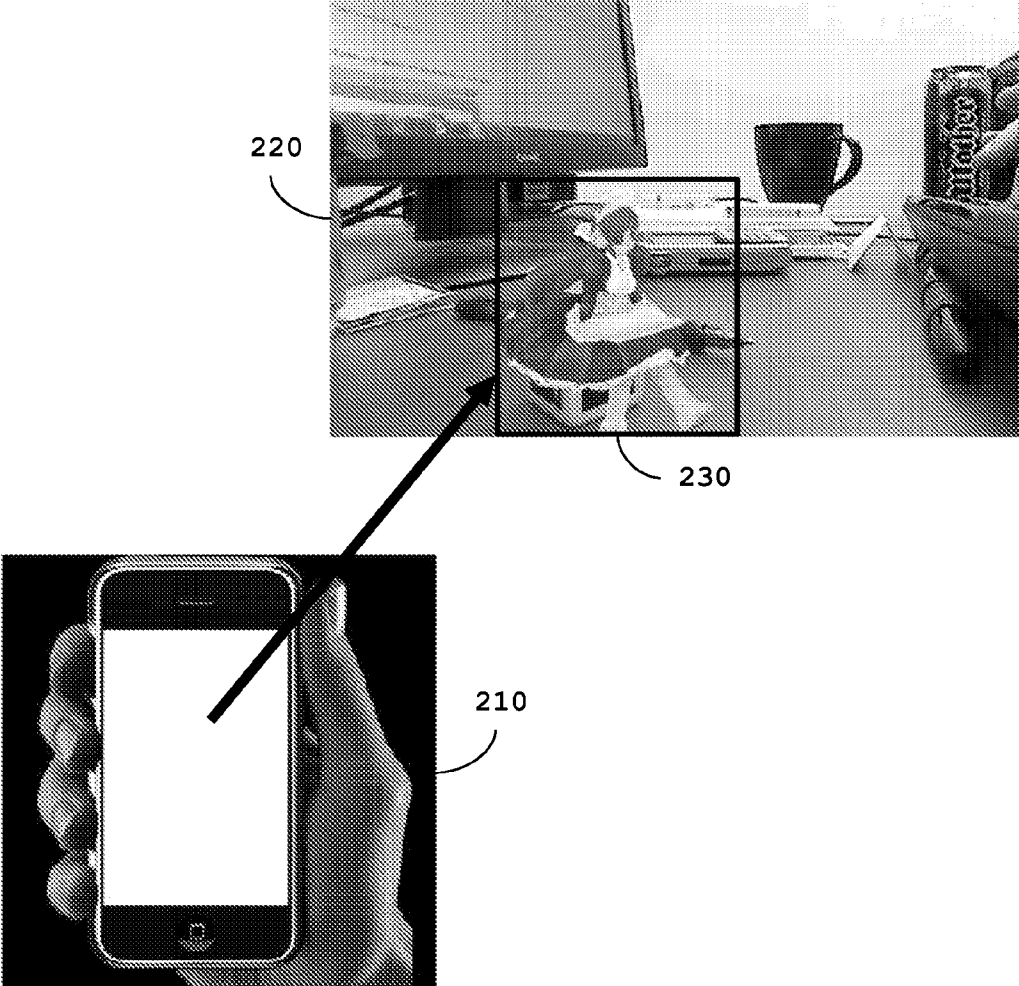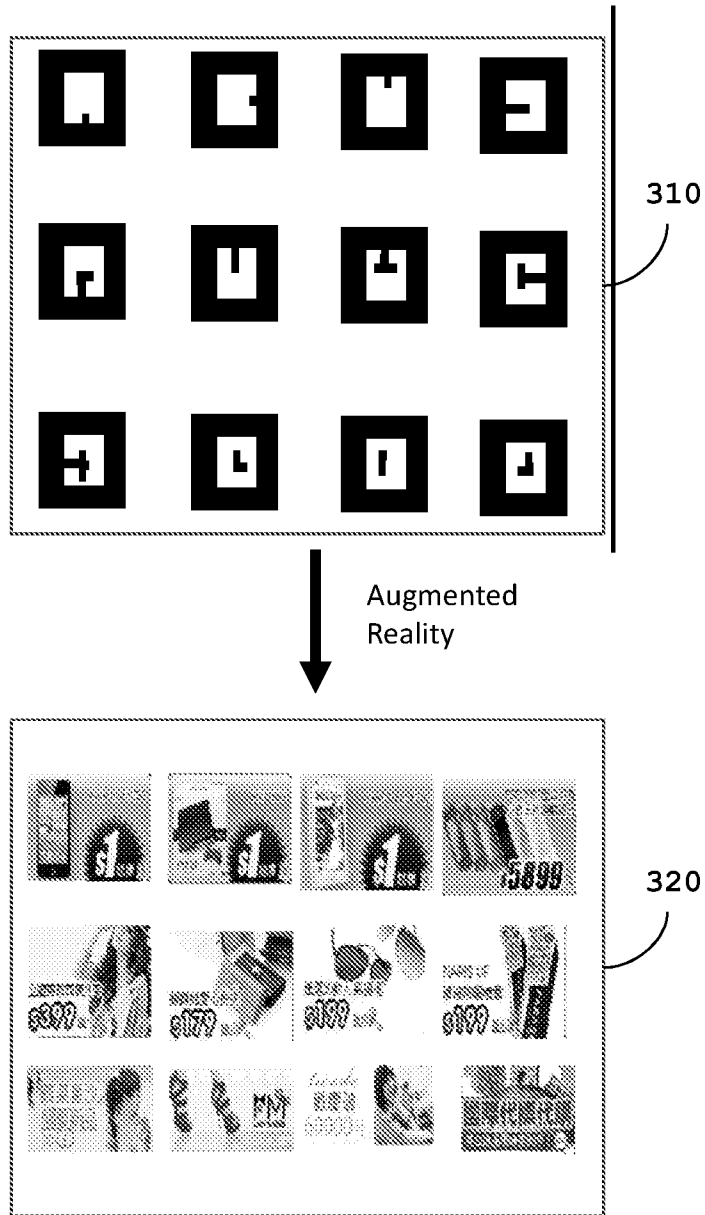
FIG. 4

# DOCKET ALARM
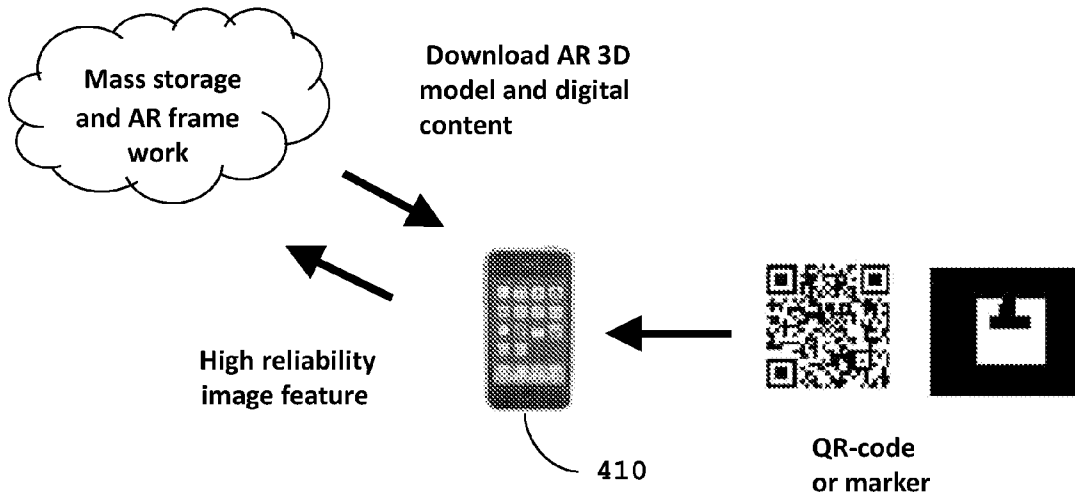
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