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(54) **METHOD, DEVICE, MOBILE TERMINAL,
AND COMPUTER PROGRAM PRODUCT FOR
A POINT OF INTEREST BASED SCHEME
FOR IMPROVING MOBILE VISUAL
SEARCHING FUNCTIONALITIES**

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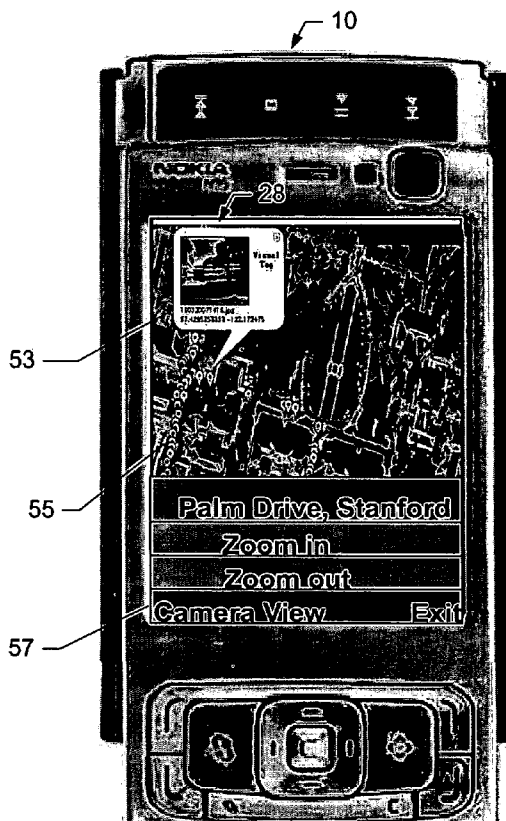
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(52) **U.S. Cl.** **455/457; 455/556.1**

(57) **ABSTRACT**

Systems, methods, devices and computer program products which relate to utilizing a camera of a mobile terminal as a user interface for search applications and online services to perform visual searching are provided. The system consists of an apparatus that includes a processor that is configured to capture an image of one or more objects and analyze data of the image to identify an object(s) of the image. The processor is further configured to receive information that is associated with at least one object of the images and display the information that is associated with the image. In this regard, the apparatus is able to simplify access to location based services and improve a user's experience. The processor of the apparatus is configured to combine results of robust visual searches with online information resources to enhance location based services.

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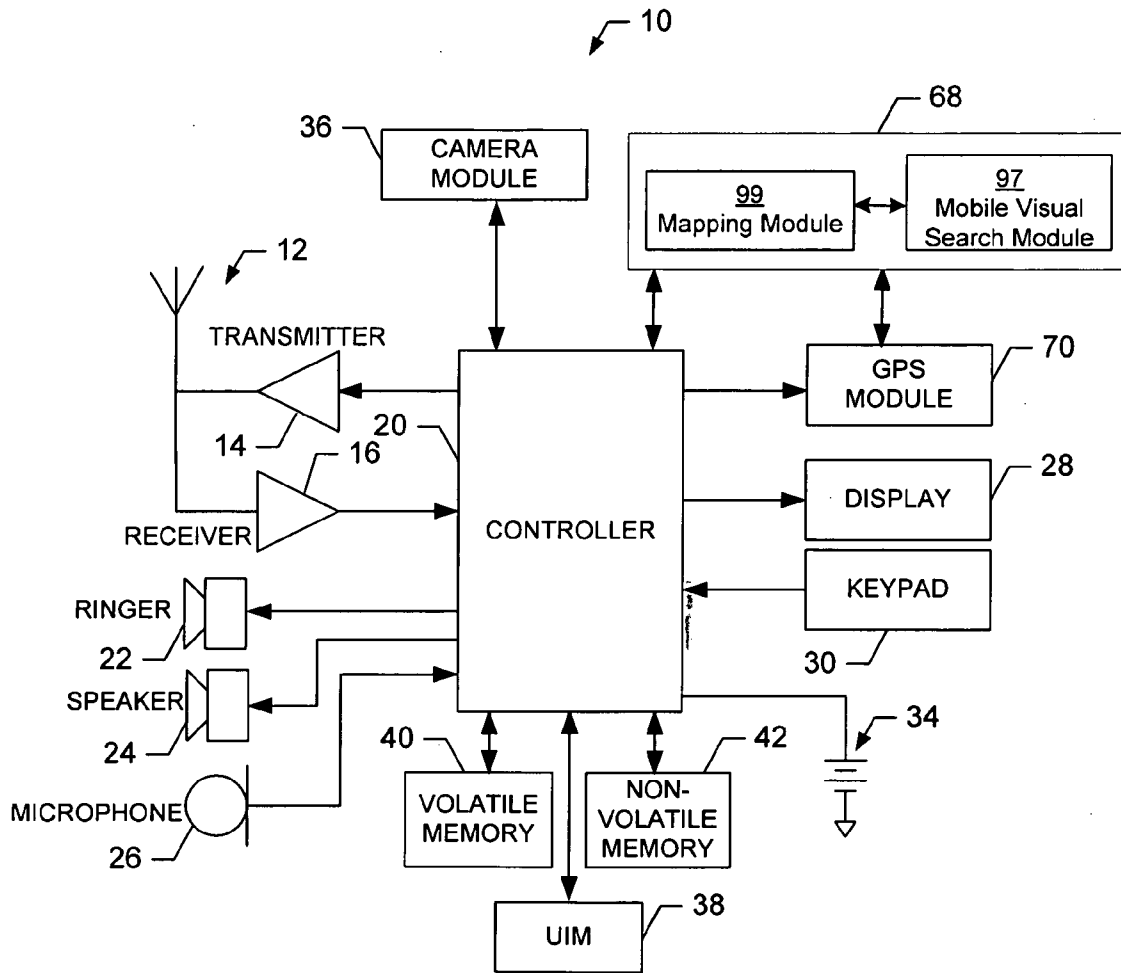


FIG. 1.

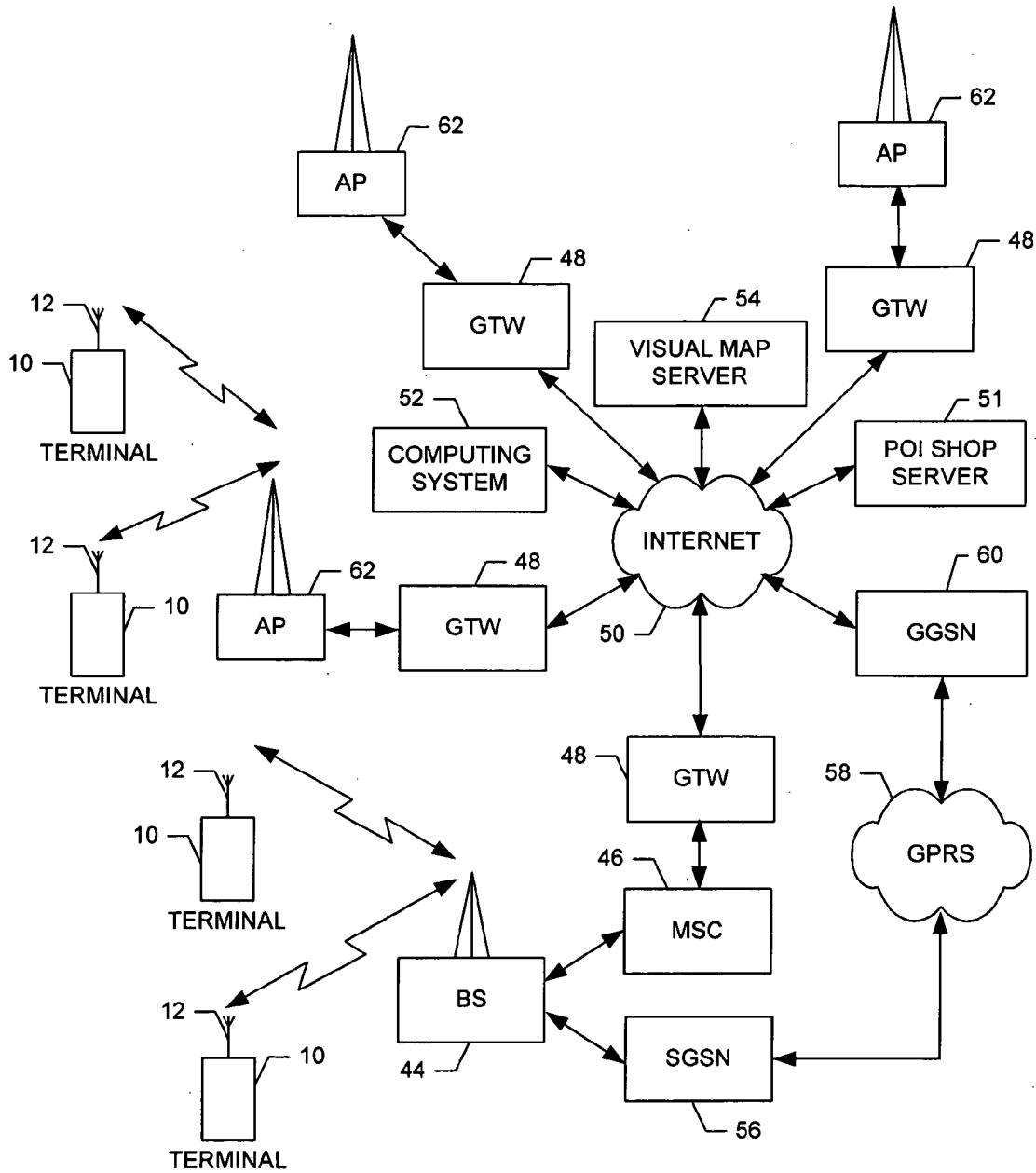


FIG. 2.

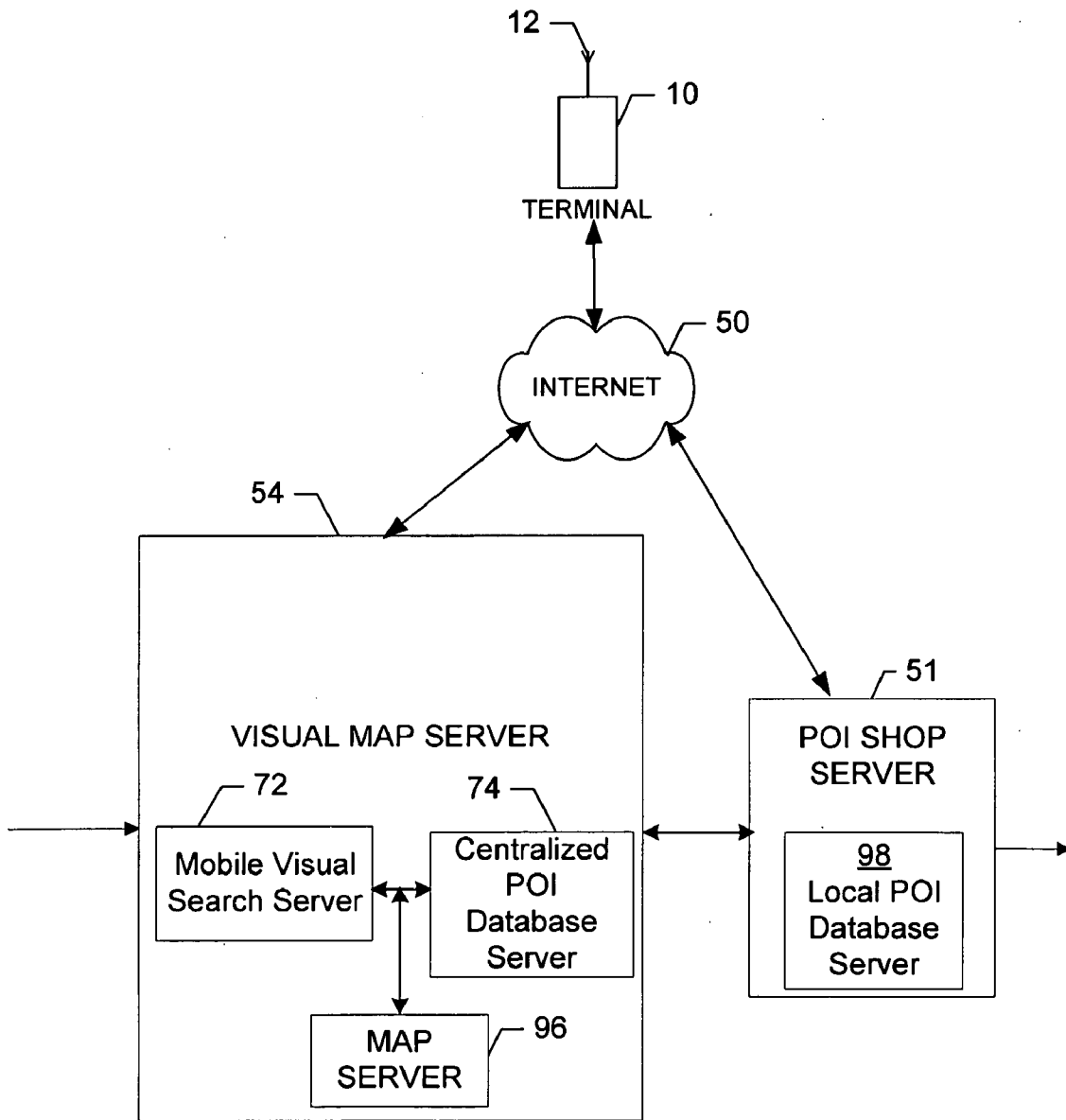


FIG. 3.

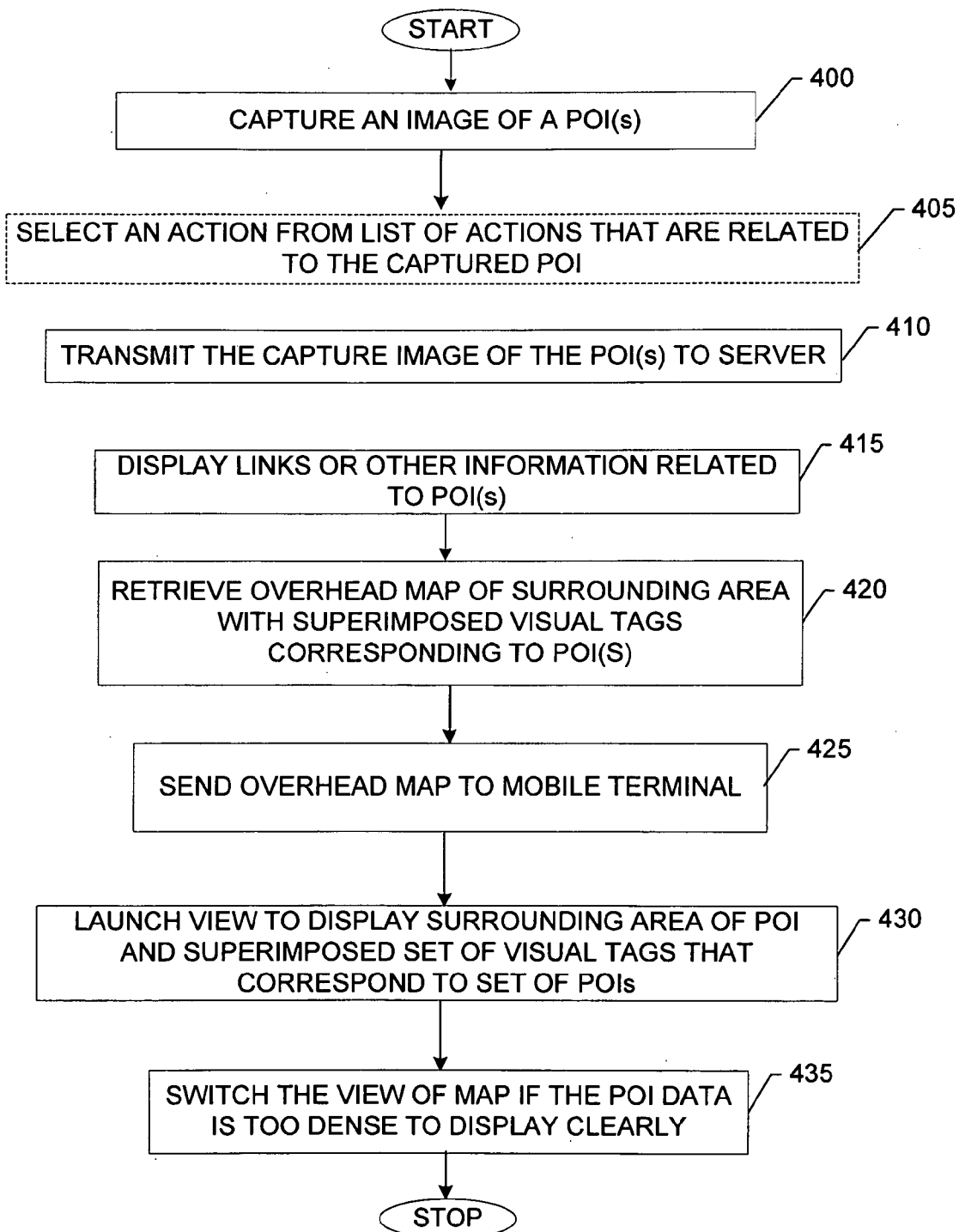


FIG. 4.

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