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(54) **SYSTEM AND METHOD FOR INTERACTING WITH VIRTUAL OBJECTS IN AUGMENTED REALITIES**

(52) **U.S. Cl.**  
USPC ..... 463/4; 345/633; 345/419

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(57) **ABSTRACT**

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The system and method described herein may be used to interact with virtual objects in augmented realities. In particular, the system and method described herein may include an augmented reality server to host software that supports interaction with virtual objects in augmented realities on a mobile device through an augmented reality application. For example, the augmented reality application may be used to create and deploy virtual objects having custom designs and embedded content that can be shared with other users to any suitable location, similarly interact with virtual objects and embedded content that other users created and deployed using the augmented reality application, participate in games that involve interacting with the virtual objects, obtain incentives and targeted advertisements associated with the virtual objects, and engage in social networking to stay in touch with friends or meet new people via interaction with the virtual objects, among other things.

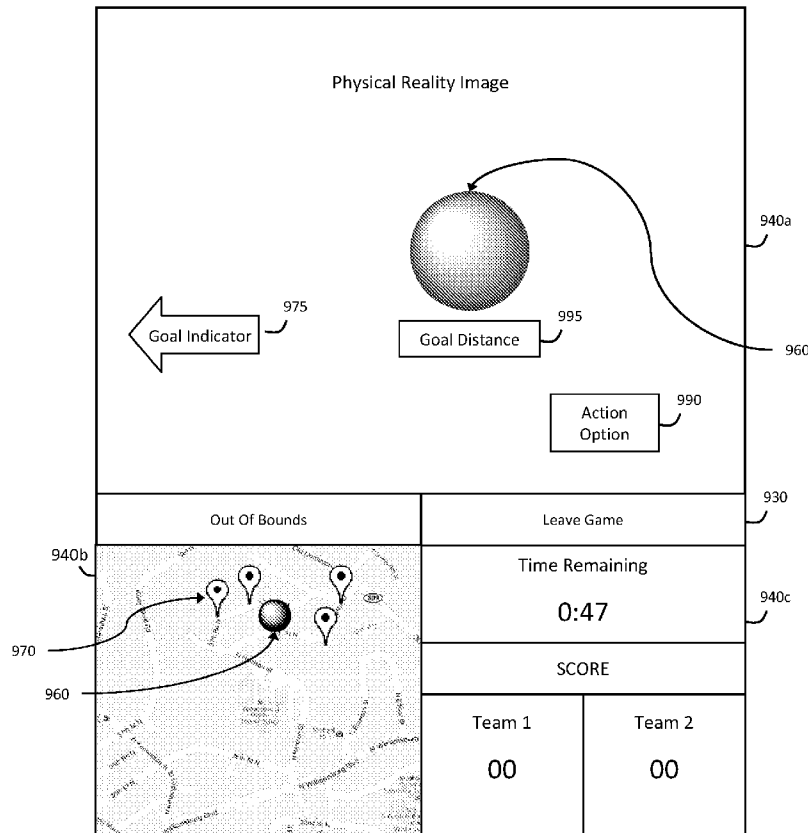
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*G09G 5/00* (2006.01)

900



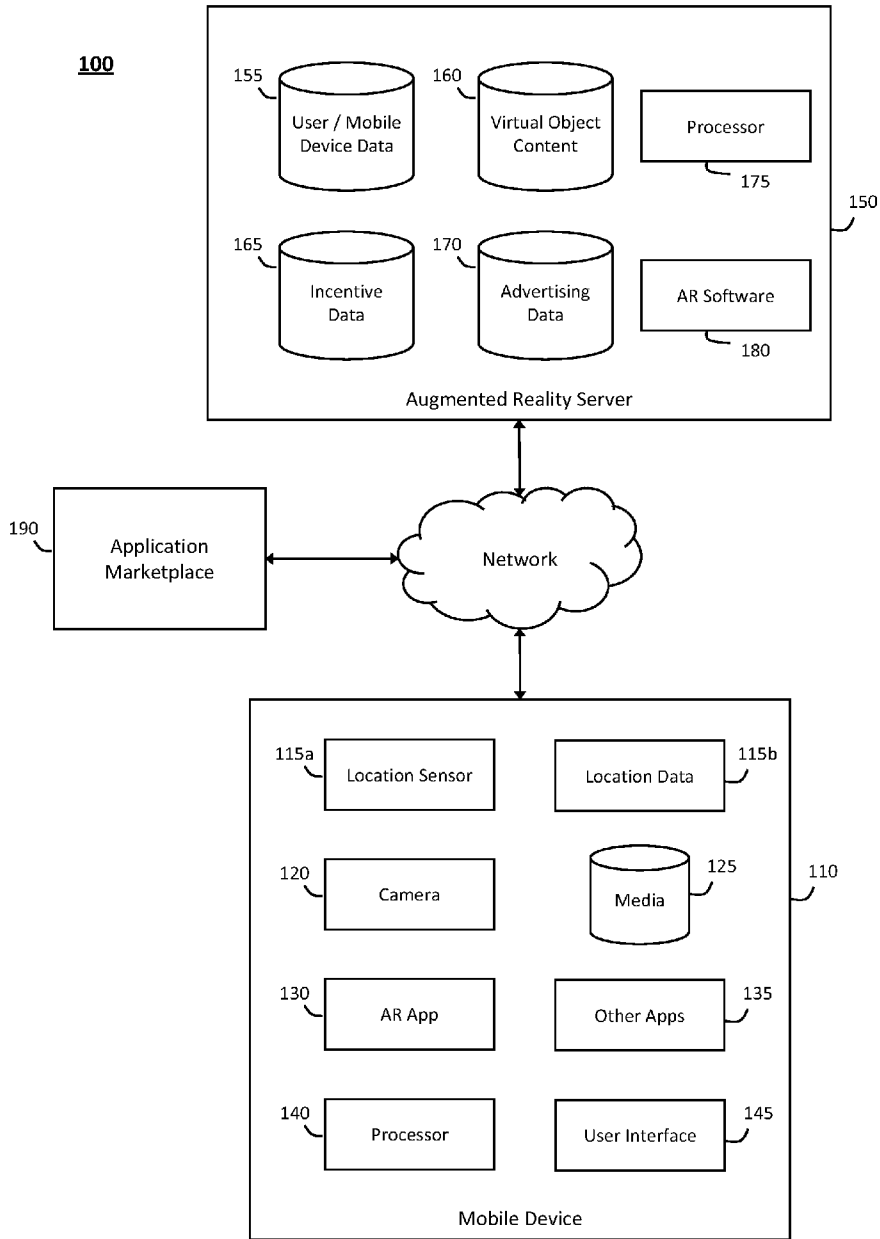


Figure 1

200

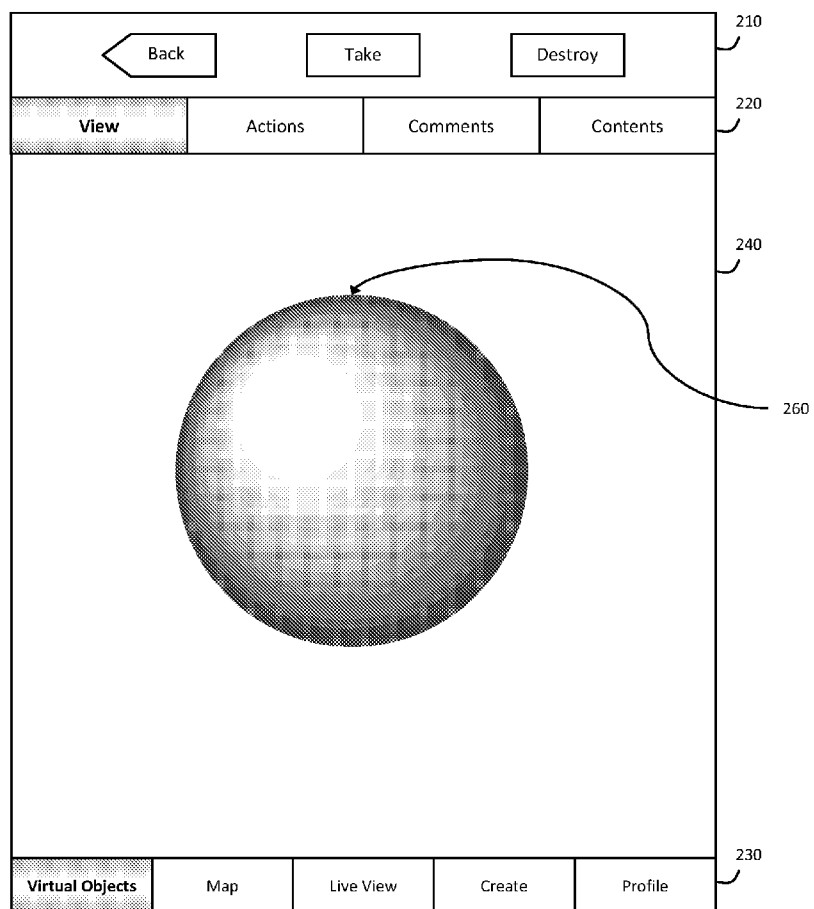


Figure 2

300

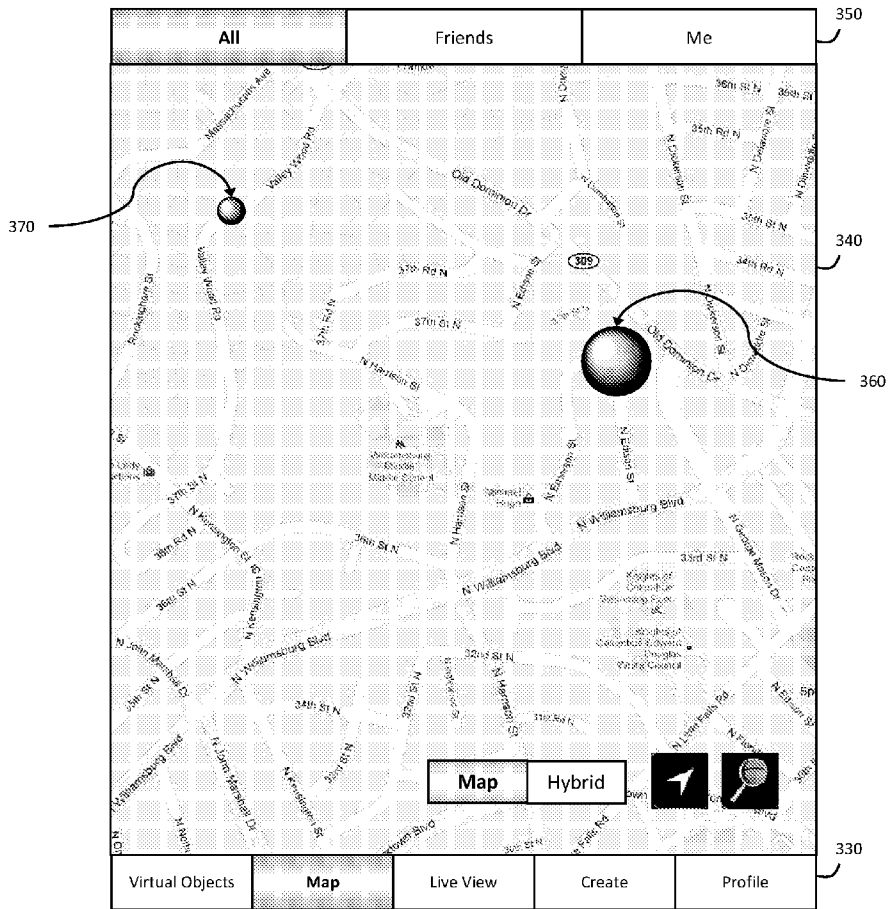


Figure 3

400A

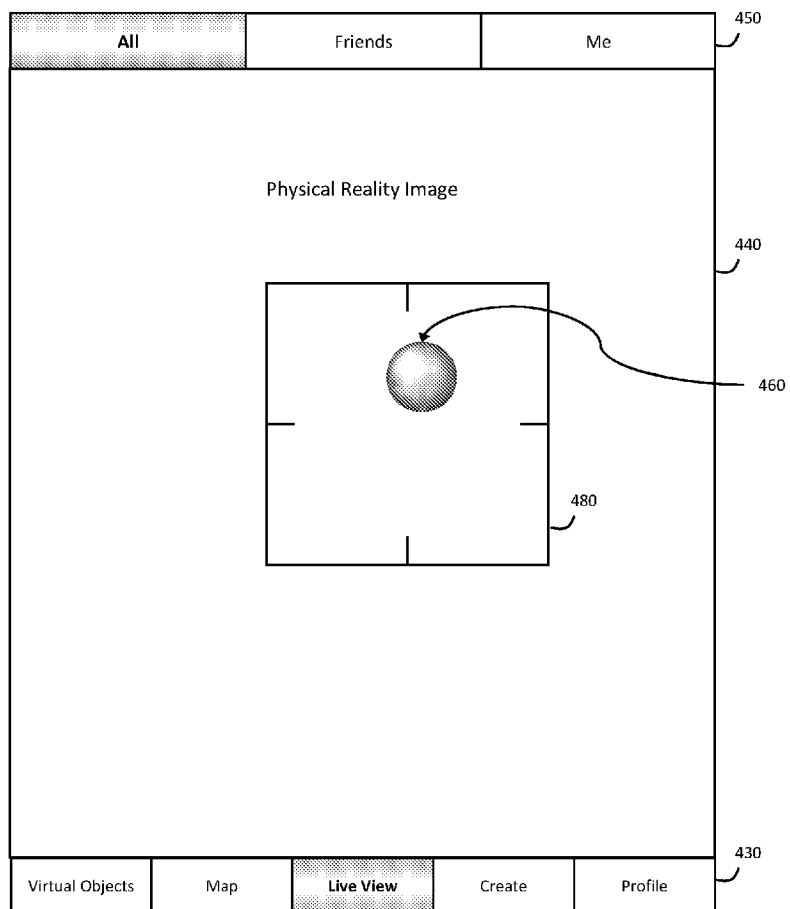


Figure 4A

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