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**Spivack**

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(54) **SYSTEM AND METHOD FOR CONTROL OF A SIMULATED OBJECT THAT IS ASSOCIATED WITH A PHYSICAL LOCATION IN THE REAL WORLD ENVIRONMENT**

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(51) **Int. Cl.**  
**G06F 3/048** (2013.01)

(52) **U.S. Cl.**  
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(58) **Field of Classification Search**  
USPC ..... 345/156-184; 715/706, 764-862;  
703/1-22; 434/11-27  
See application file for complete search history.

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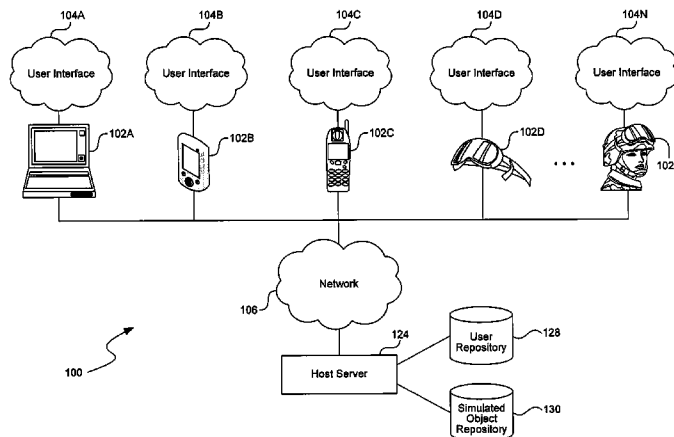
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(57) **ABSTRACT**

Systems and methods for control of a simulated object that is associated with a physical location in the real world environment are herein disclosed. In one aspect, embodiments of the present disclosure include a method, which may be implemented on a system, of determining whether a location data and a timing data satisfy a criterion. Responsive to determining that the location data and the timing data satisfy the criterion, the method enables access of the simulated object in a simulated environment by a user via a device. The simulated object generally includes attributes that are perceived by the user via the device. In one embodiment, the location data includes a location of the device and the timing data includes a time when the device is located at the location.

**65 Claims, 20 Drawing Sheets**



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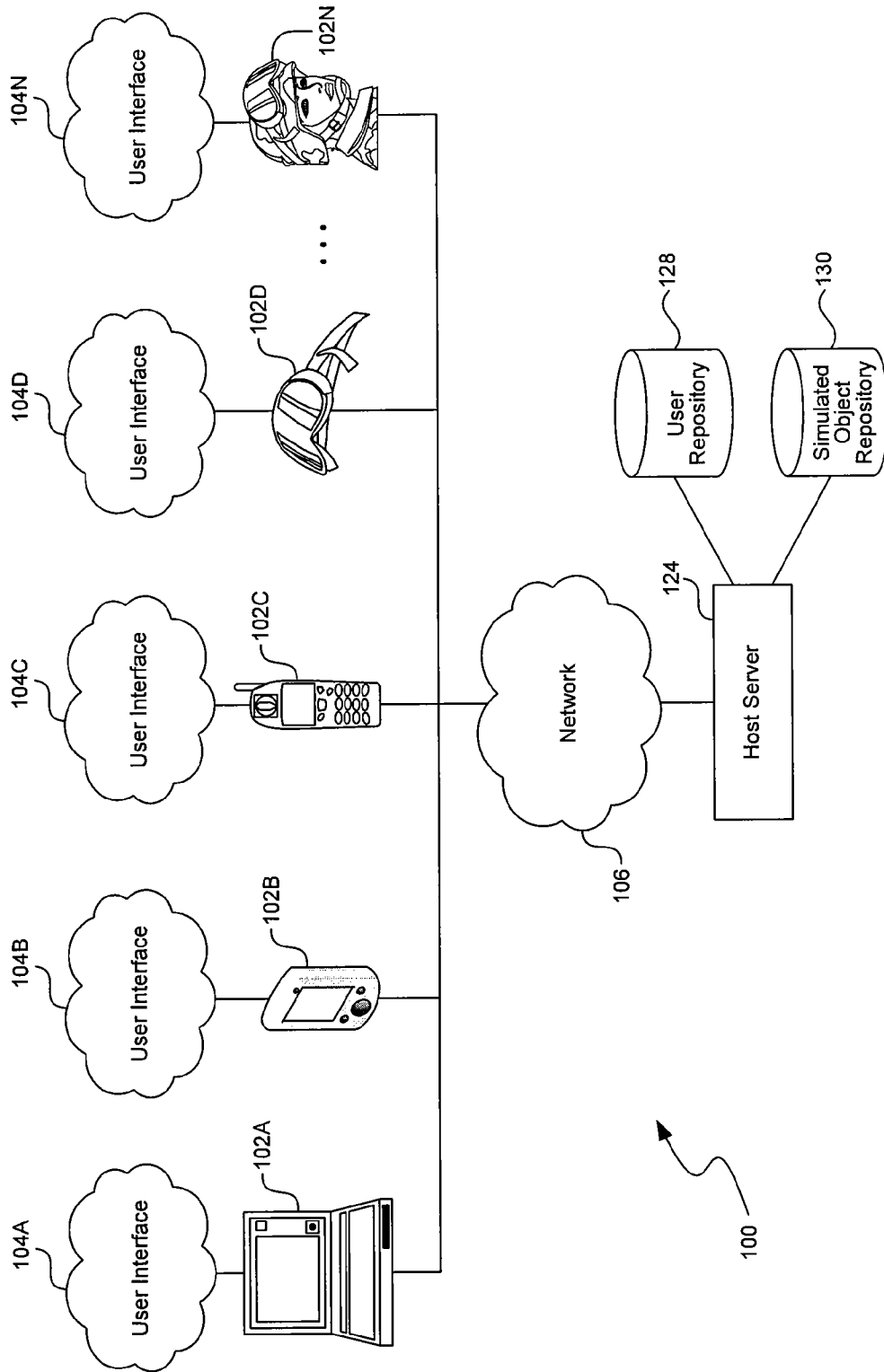
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**FIG. 1**

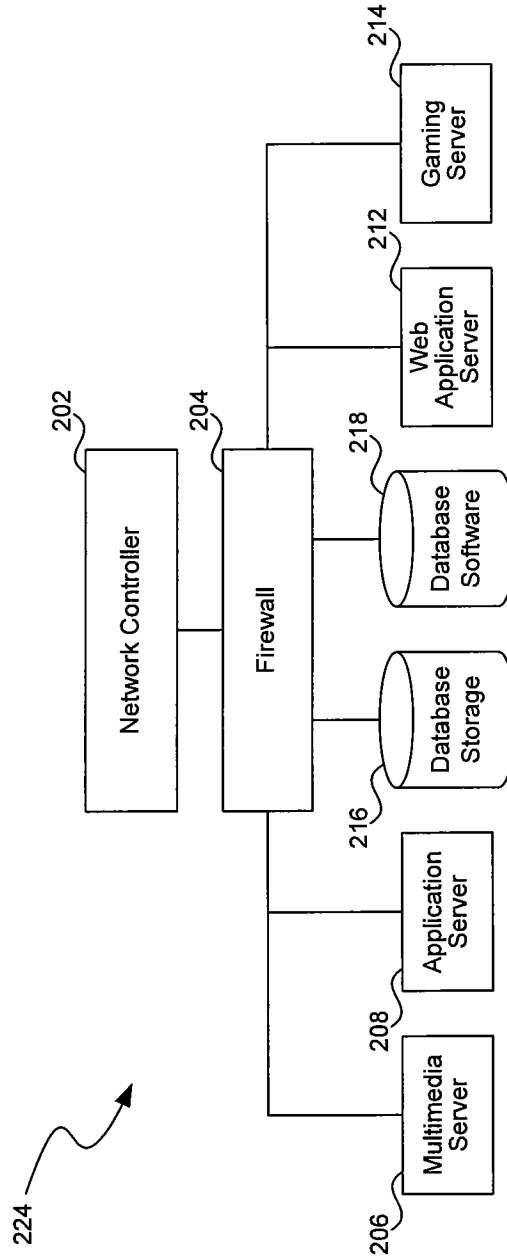


FIG. 2

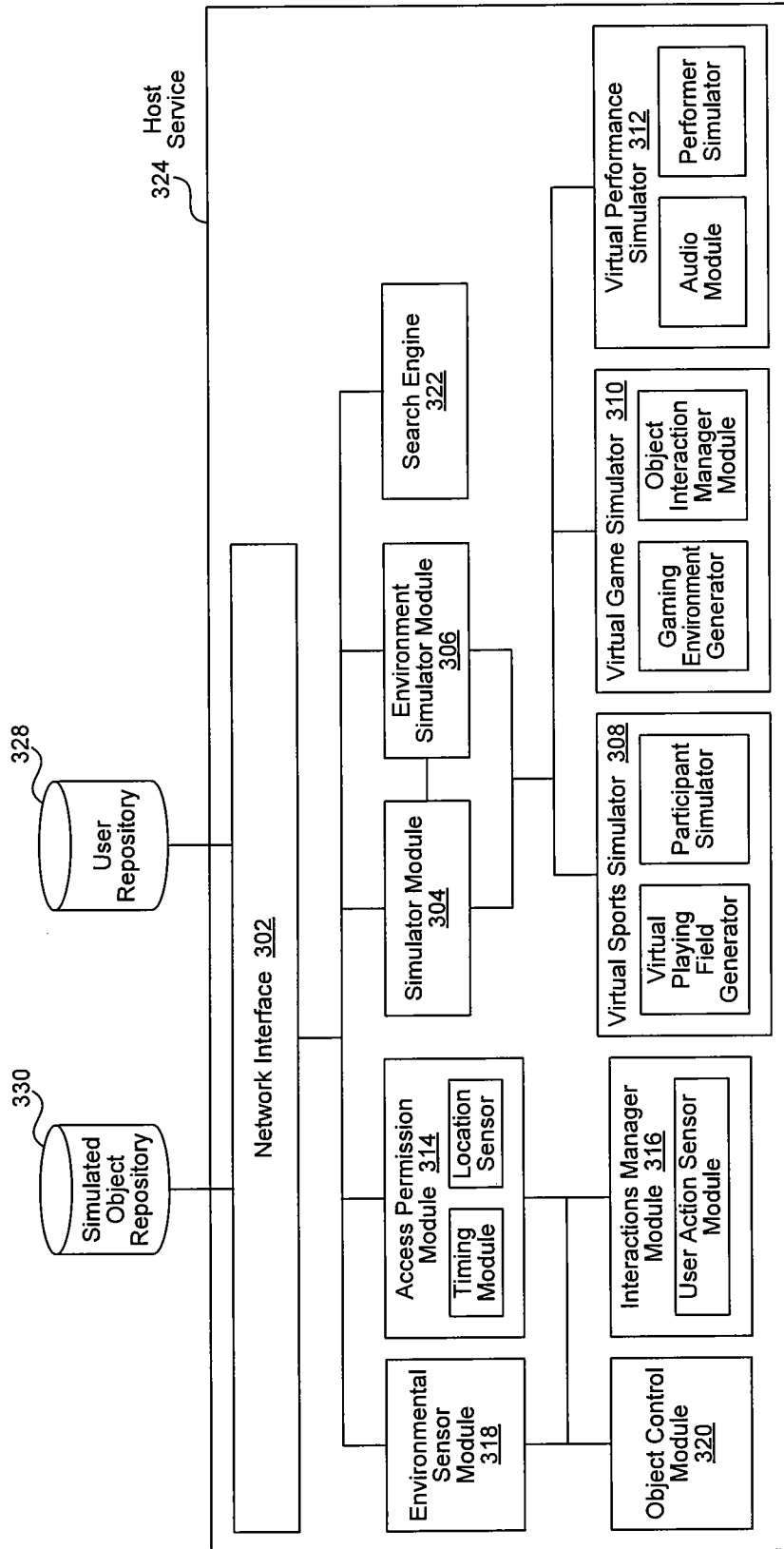


FIG. 3A

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