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

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USPC ..... **705/14.64; 345/633; 705/14.4**

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(57) **ABSTRACT**

(73) Assignee: **Yahoo! Inc.**, Sunnyvale, CA (US)

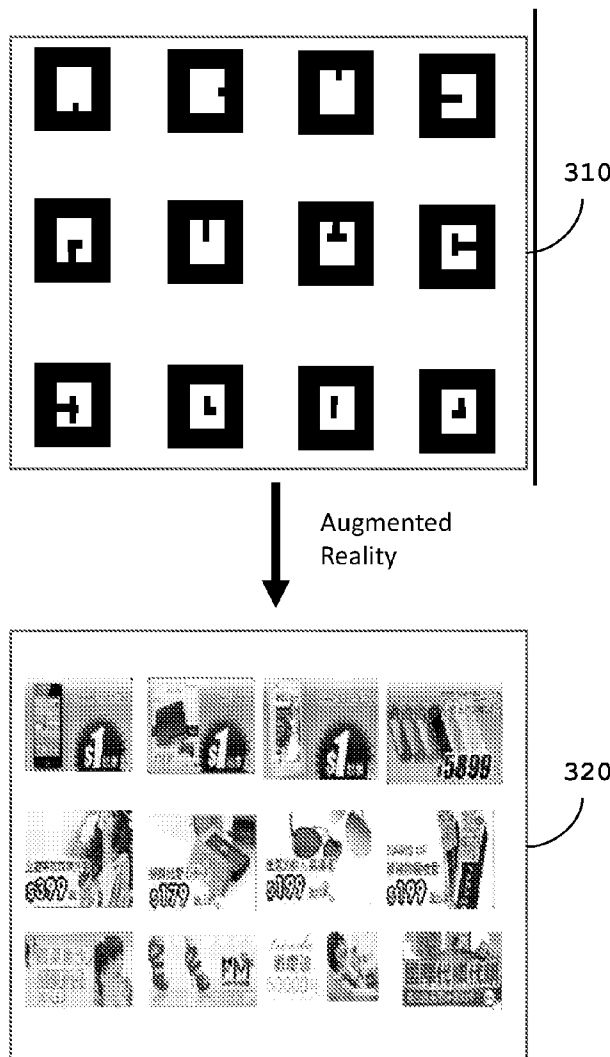
A computer-implemented method for providing advertisements in an augmented reality environment to a user includes receiving data related to a marker, the marker placed amongst one or more physical objects captured by the video camera. The computer-implemented method also includes retrieving dynamic digital 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.

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**G09G 5/00** (2006.01)



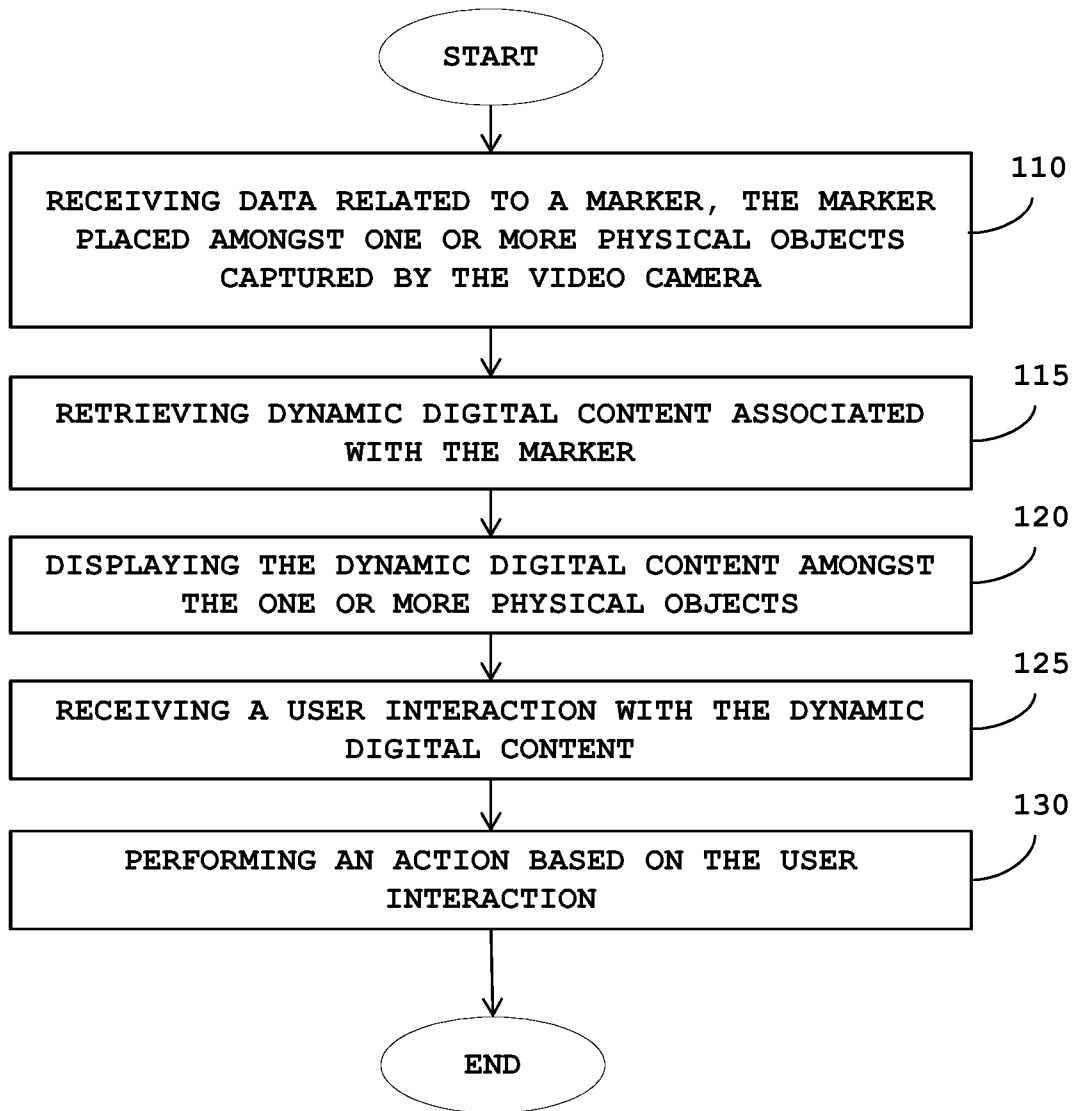


FIG. 1

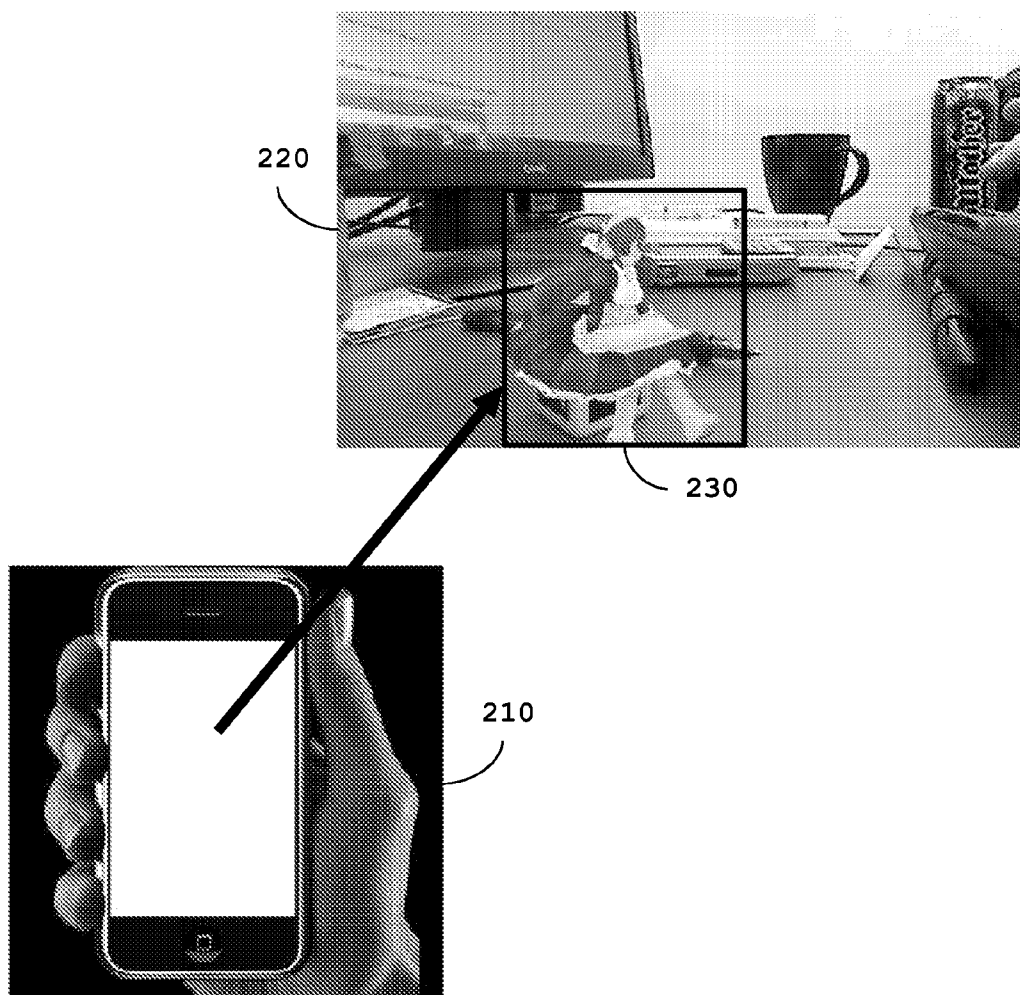


FIG. 2

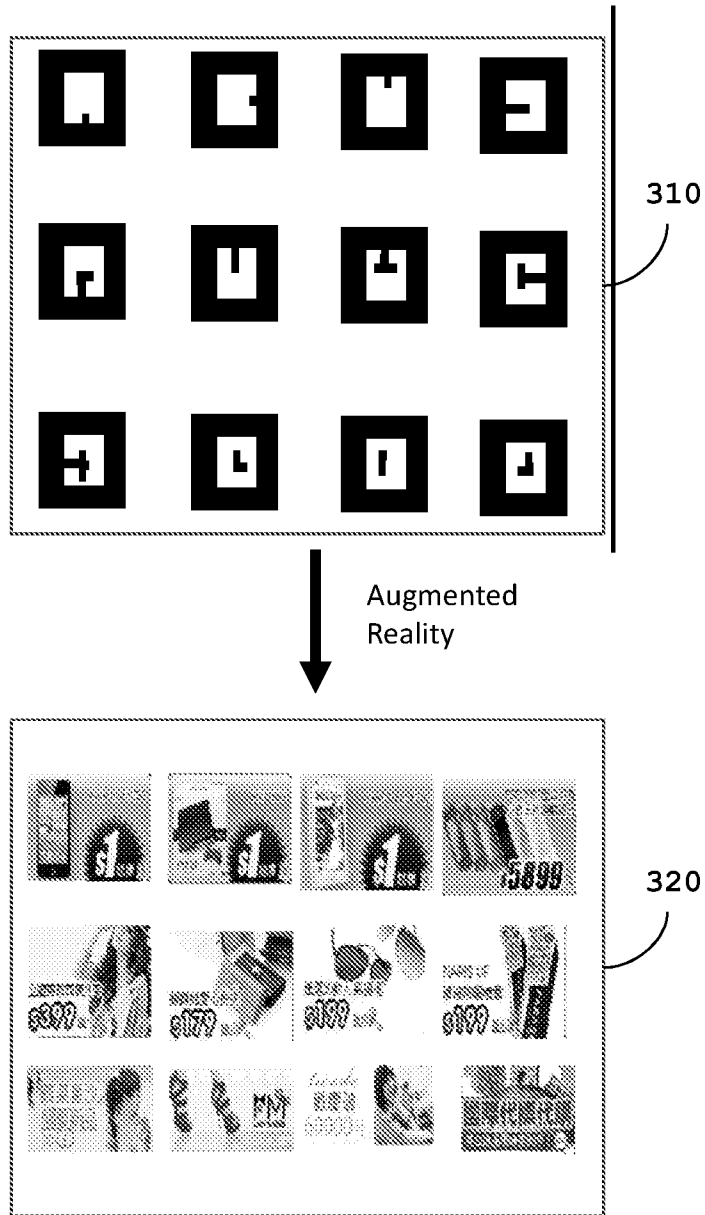


FIG. 3

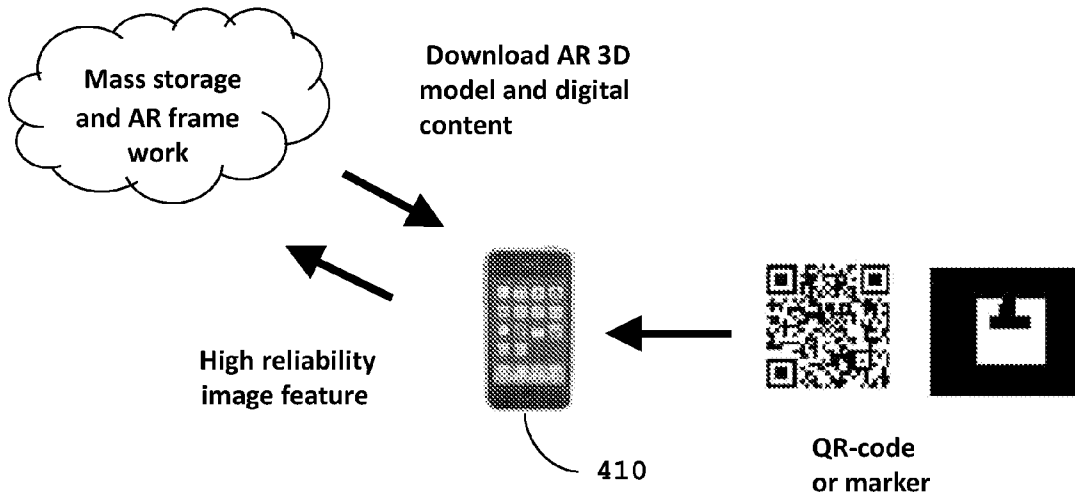


FIG. 4

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