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(54) **MOBILE VIRTUAL AND AUGMENTED REALITY SYSTEM**

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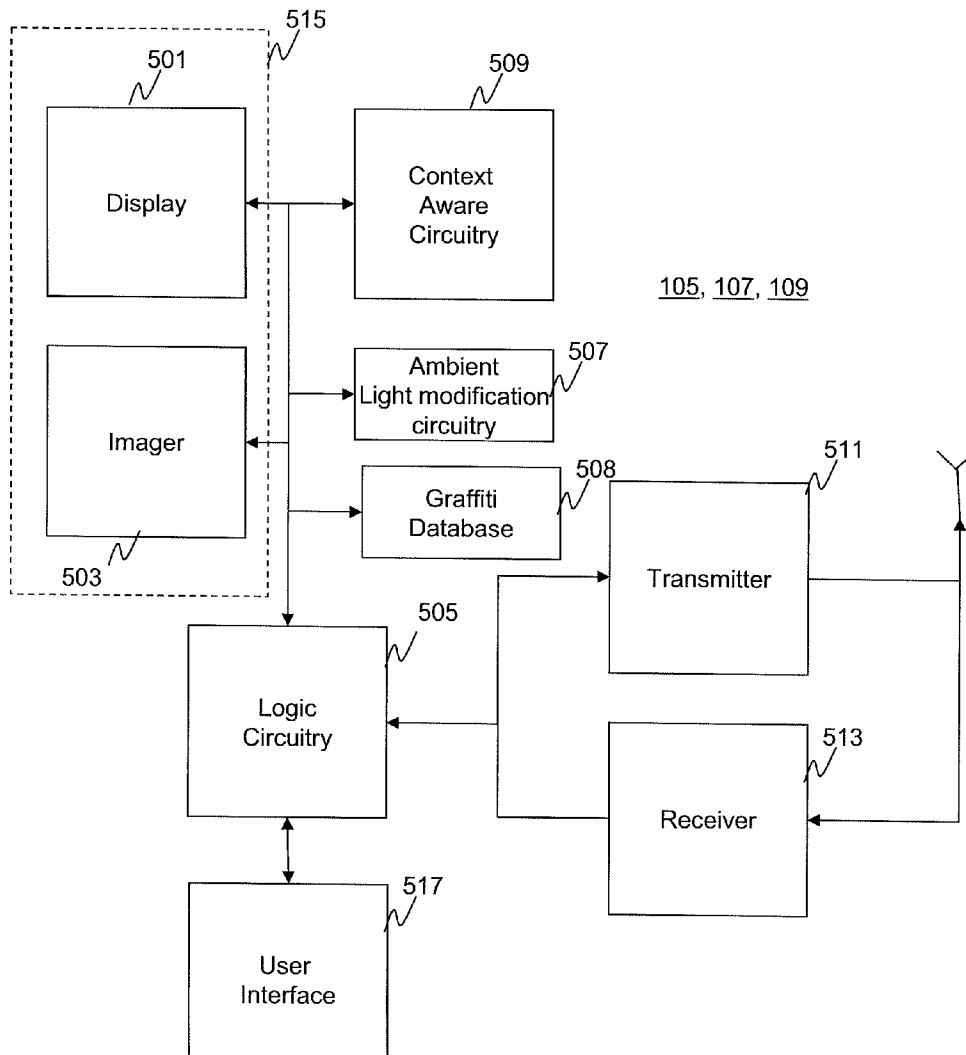
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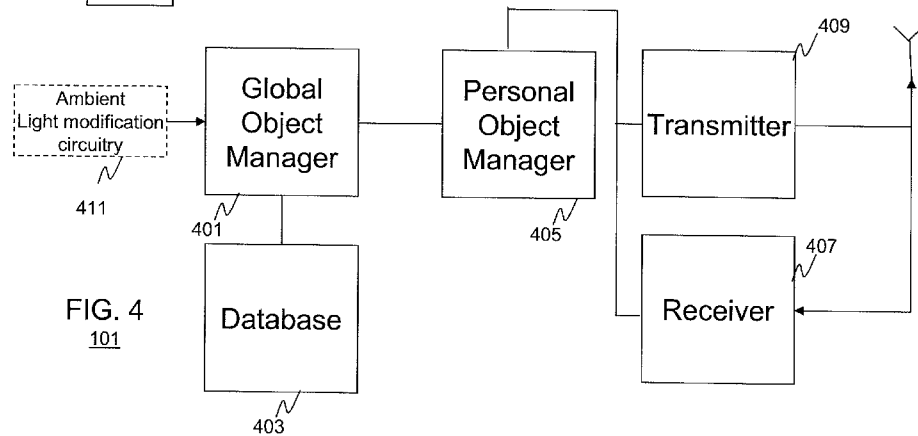
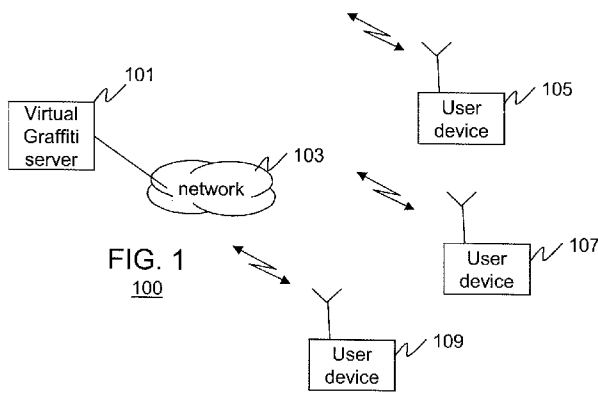
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(57) **ABSTRACT**

A user can create “virtual graffiti” (203) that will be left for a particular device to view as part of an augmented-reality scene. The virtual graffiti will be assigned to a particular physical location or a part of an object that can be mobile. The virtual graffiti is then uploaded to a network server (101), along with the location and individuals who are able to view the graffiti as part of an augmented-reality scene. When a device that is allowed to view the graffiti is near the location, the graffiti will be downloaded to the device and displayed as part of an augmented-reality scene. To further enhance the user experience, the virtual graffiti can be dynamic, changing based on ambient-light conditions.





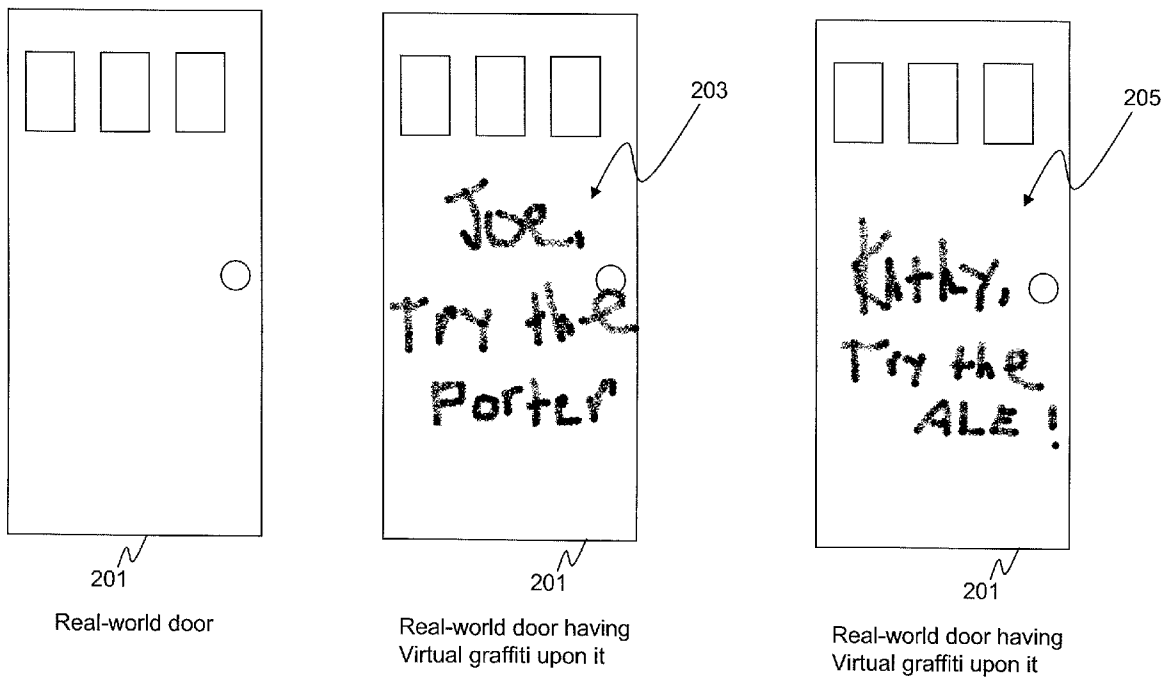


FIG. 2

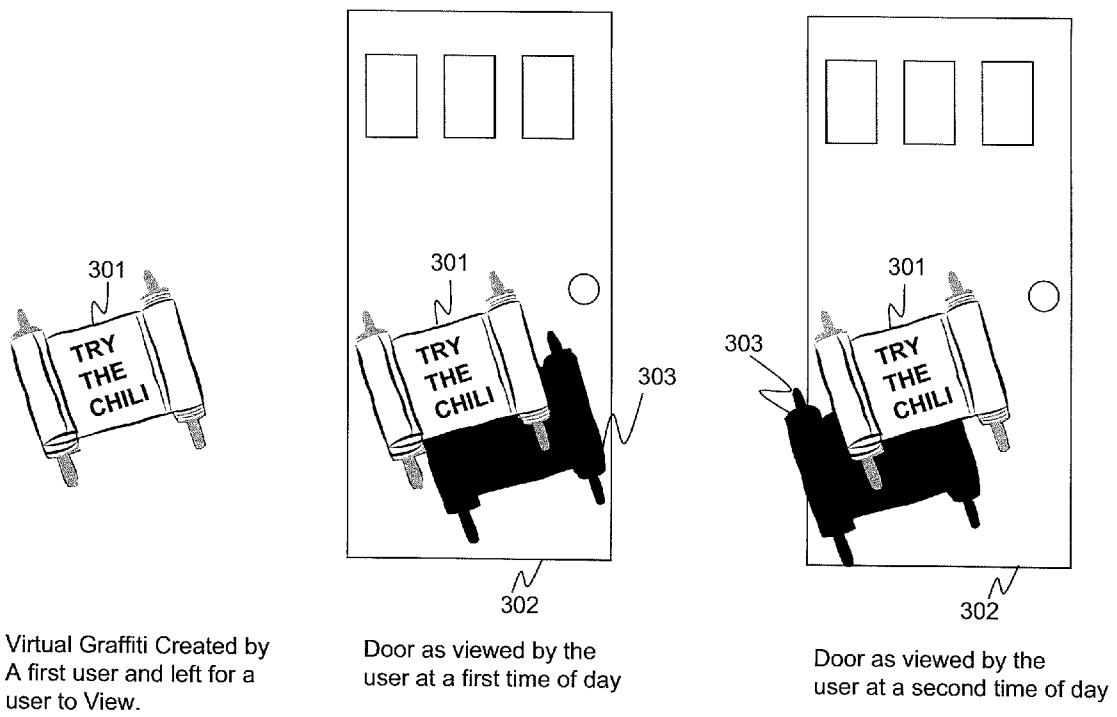


FIG. 3

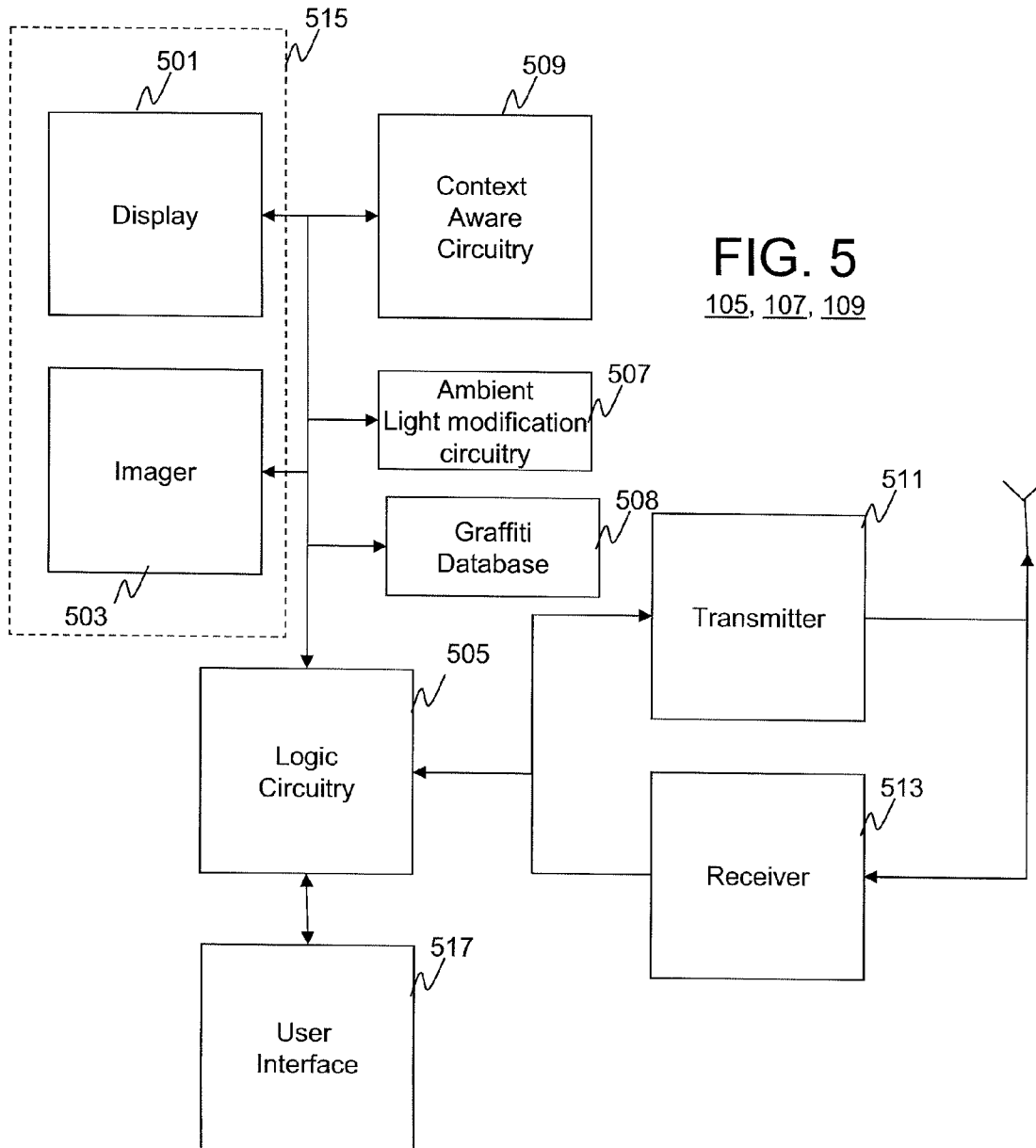


FIG. 5  
105, 107, 109

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