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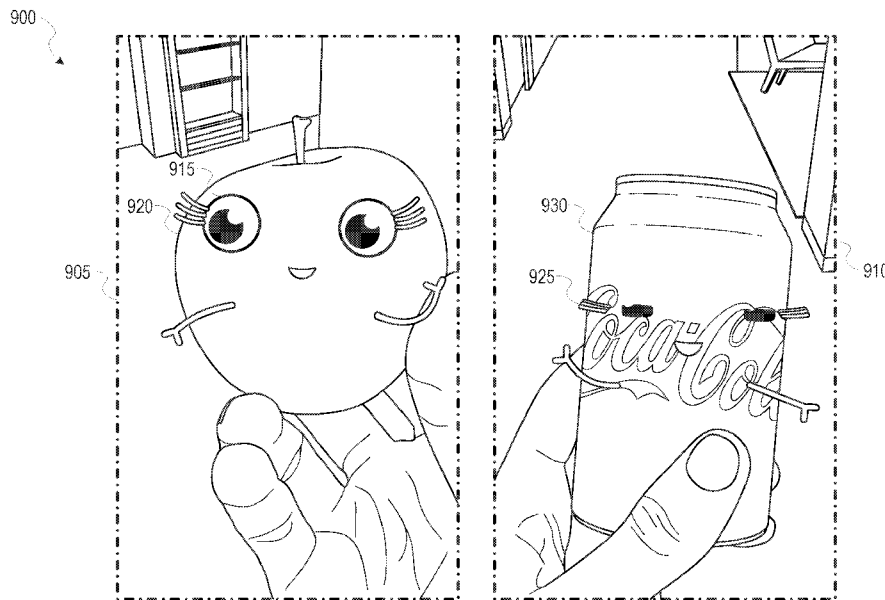


FIG. 9

(57) Abstract: Embodiments of the present disclosure relate generally to systems for enhancing a first media item through the addition of a supplemental second media item. A user may provide a request to enhance a selected media item, and in response, an enhancement system retrieves and presents a curated collection of supplemental content to be added to the media, to the user. The user may review the curated collection of supplemental content, for example by providing a tactile input to scroll through the curated collection of content.



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## AUGMENTED REALITY ANTHROPOMORPHIZATION SYSTEM

PRIORITY CLAIM

[0001] This application claims the benefit of priority to U.S. Patent  
5 Application Serial No. 16/119,397, filed on August 31, 2018, the benefit of  
priority of each of which is claimed hereby, and each of which is  
incorporated by reference herein in its entirety.

TECHNICAL FIELD

10 [0002] Embodiments of the present disclosure relate generally to  
messaging services, and more particularly, to systems for augmenting  
media content to be distributed in messages.

BACKGROUND

15 [0003] Augmented Reality (AR) is an interactive experience of a real-  
world environment whereby the objects that reside in the real-world are  
“augmented” by computer-generated perceptual information, sometimes  
across multiple sensory modalities, including visual, auditory, haptic,  
somatosensory, and olfactory. The overlaid sensory information can be  
20 constructive (i.e., additive to the natural experience) or destructive (i.e.,  
masking off the natural environment), and is seamlessly interwoven with  
the physical world such that it is perceived as an immersive aspect of the  
real environment.

[0004] Various technologies are used in AR rendering, including optical  
25 projection systems, monitors, handheld devices, and display systems worn  
on the human body, such as eyeglasses, contact lenses, or a head-up display  
(HUD).

30 BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE  
DRAWINGS

[0005] To easily identify the discussion of any particular element or act, the most significant digit or digits in a reference number refer to the figure number in which that element is first introduced.

5 [0006] FIG. 1 is a block diagram showing an example messaging system for exchanging data (e.g., messages and associated content) over a network in accordance with some embodiments, wherein the messaging system includes an Augmented Reality (AR) system.

[0007] FIG. 2 is block diagram illustrating further details regarding a messaging system, according to example embodiments.

10 [0008] FIG. 3 is a block diagram illustrating various modules of an AR system, according to certain example embodiments.

[0009] FIG. 4 is a flowchart illustrating a method for presenting AR content, according to certain example embodiments.

15 [0010] FIG. 5 is a flowchart illustrating a method for presenting AR content, according to certain example embodiments.

[0011] FIG. 6 is a flowchart illustrating a method for presenting AR content, according to certain example embodiments.

[0012] FIG. 7 is a flowchart illustrating a method for presenting AR content, according to certain example embodiments.

20 [0013] FIG. 8 is a flowchart illustrating a method for presenting AR content, according to certain example embodiments.

[0014] FIG. 9 is an interface diagram depicting AR content presented within a graphical user interface, according to certain example embodiments.

25 [0015] FIG. 10 is an interface diagram depicting AR content presented within a graphical user interface, according to certain example embodiments.

[0016] FIG. 11 is an interface diagram depicting AR content presented within a graphical user interface, according to certain example  
30 embodiments.

[0017] FIG. 12 is a block diagram illustrating a representative software architecture, which may be used in conjunction with various hardware architectures herein described and used to implement various embodiments.

[0018] FIG. 13 is a block diagram illustrating components of a machine, according to some example embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein.

#### DETAILED DESCRIPTION

10 [0019] AR systems are used to enhance natural environments or situations and offer perceptually enriched experiences. Embodiments of the present disclosure relate generally to systems for generating and presenting AR content within a graphical user interface (GUI). An AR system causes display of a presentation of image data within a GUI, and identifies one or  
15 more objects displayed within the presentation of the image data. For example, the image data may be collected and displayed within the GUI via a camera associated with a client device. The image data may be pre-recorded and accessed at a later time, or in some embodiments may be recorded and displayed in real-time.

20 [0020] In response to detecting the one or more objects within the presentation of the image data, the AR system detects attributes of the one or more objects and retrieves AR media objects to be rendered within the presentation of the image data, based on locations of the one or more identified objects.

25 [0021] In some embodiments, the AR system applies one or more computer vision methods for identifying displays of objects with a presentation of image data. For example, object recognition techniques may be employed to find and identify object in an image or video sequence, including, but not limited to feature-based methods, as well as edge  
30 detection. The AR system may for example maintain a database of object features that the AR system may compare to image features of the image data in order to identify objects.

[0022] In some embodiments, the AR system associates collections of media objects with object attributes, such that one or more attributes of an identified object (e.g., shape, size, color, text, location, position) may be used to reference and retrieve a media object (e.g., a first media object).

5 [0023] Upon retrieving a media object that corresponds with the identified object within the presentation of the image data, the AR system presents a display of the media object that corresponds with attributes of the identified object at a position within the presentation of the image data, wherein the position is based on a location of the identified object itself. For example,  
10 spherical objects may be associated with a first media object (e.g., a smiley face), whereas conical objects may be associated with a second media object (e.g., a frowny face). Upon identifying a basketball (i.e., the round object) within the presentation of the space, the AR system retrieves the first media object, and presents the first media object within the  
15 presentation of the image data, at a position based on the location of the basketball, giving the appearance that the basketball has an expressive face. Similarly, upon identifying a traffic-cone, the AR system retrieves the second media object, and presents the second media object at a position within the presentation of the image data based on the location of the  
20 traffic-cone.

[0024] In some embodiments, aspects of the media object may be altered or adjusted based on the one or more attributes of the object. Aspects may for example include an aspect ratio of the media object, a scale of the media object, a spacing between components of the media object, as well as a size  
25 of the media object. In the case of audio features of a media object, aspects of the audio features may be altered or adjusted based on the one or more attributes of the object as well. For example, based on the size and shape of the object, the audio features such as pitch, duration, timbre, sonic texture, and loudness may be adjusted based on the one or more attributes of the  
30 object.

[0025] In some embodiments, the first media object may be a reactive or interactive media object that dynamically responds to virtual as well as

real-world stimuli. Stimuli may include visual, acoustic, thermal, tactile, as well as olfactory events which occur within the presentation of the space. A virtual stimuli may therefore comprise similar events, executed through a first augmented reality media object within the presentation of the space, and directed towards a second augmented reality media object within the presentation of the space. As an illustrative example, the presentation of the space may comprise a display of two separate augmented reality media objects. The media objects may respond to real-world stimuli, such as people or objects within the presentation of the space (e.g., a person picks up or flicks one of the augmented reality media objects), or based on other real-world stimuli such as a loud noise, by performing one or more animations based on attributes of the stimuli. For example, volume of the noise, or speed of motion of a person or object may result in different animations. The media objects may also respond to stimuli between one another. For example, the presence of the second media object may cause the first media object to perform an animation based on attributes of the second media object.

[0026] In some embodiments, the media objects may be configurable by a user of a client device. For example, in response to detecting an object within a presentation of a space, the AR system may present a set of configuration options to the user that enable the user to design and configure a media object to be displayed within the presentation of the space, upon the object. In further embodiments, the AR system may receive inputs that assign a set of media object features to one or more attributes of objects presented within the presentation of the space. For example, the user may define that a particular set of media object features should be displayed upon all spherical objects, or all orange, spherical objects.

[0027] FIG 1 is a block diagram showing an example messaging system 100 for exchanging data (e.g., messages and associated content) over a network. The messaging system 100 includes multiple client devices 102, each of which hosts a number of applications including a messaging client application 104. Each messaging client application 104 is communicatively

coupled to other instances of the messaging client application 104 and a messaging server system 108 via a network 106 (e.g., the Internet).

[0028] Accordingly, each messaging client application 104 is able to communicate and exchange data with another messaging client application 5 104 and with the messaging server system 108 via the network 106. The data exchanged between messaging client applications 104, and between a messaging client application 104 and the messaging server system 108, includes functions (e.g., commands to invoke functions) as well as payload data (e.g., text, audio, video or other multimedia data).

10 [0029] The messaging server system 108 provides server-side functionality via the network 106 to a particular messaging client application 104. While certain functions of the messaging system 100 are described herein as being performed by either a messaging client application 104 or by the messaging server system 108, it will be appreciated that the location of certain 15 functionality either within the messaging client application 104 or the messaging server system 108 is a design choice. For example, it may be technically preferable to initially deploy certain technology and functionality within the messaging server system 108, but to later migrate this technology and functionality to the messaging client application 104 20 where a client device 102 has a sufficient processing capacity.

[0030] The messaging server system 108 supports various services and operations that are provided to the messaging client application 104. Such operations include transmitting data to, receiving data from, and processing data generated by the messaging client application 104. In some 25 embodiments, this data includes, message content, client device information, geolocation information, media annotation and overlays, message content persistence conditions, social network information, and live event information, as examples. In other embodiments, other data is used. Data exchanges within the messaging system 100 are invoked and 30 controlled through functions available via GUIs of the messaging client application 104.

[0031] Turning now specifically to the messaging server system 108, an Application Program Interface (API) server 110 is coupled to, and provides a programmatic interface to, an application server 112. The application server 112 is communicatively coupled to a database server 118, which  
5 facilitates access to a database 120 in which is stored data associated with messages processed by the application server 112.

[0032] Dealing specifically with the Application Program Interface (API) server 110, this server receives and transmits message data (e.g., commands and message payloads) between the client device 102 and the application  
10 server 112. Specifically, the Application Program Interface (API) server 110 provides a set of interfaces (e.g., routines and protocols) that can be called or queried by the messaging client application 104 in order to invoke functionality of the application server 112. The Application Program  
Interface (API) server 110 exposes various functions supported by the  
15 application server 112, including account registration, login functionality, the sending of messages, via the application server 112, from a particular messaging client application 104 to another messaging client application  
104, the sending of media files (e.g., images or video) from a messaging client application 104 to the messaging server application 114, and for  
20 possible access by another messaging client application 104, the setting of a collection of media data (e.g., story), the retrieval of a list of friends of a user of a client device 102, the retrieval of such collections, the retrieval of messages and content, the adding and deletion of friends to a social graph, the location of friends within a social graph, opening and application event  
25 (e.g., relating to the messaging client application 104).

[0033] The application server 112 hosts a number of applications and subsystems, including a messaging server application 114, an image processing system 116, a social network system 122, and an AR system 124. The messaging server application 114 implements a number of  
30 message processing technologies and functions, particularly related to the aggregation and other processing of content (e.g., textual and multimedia content) included in messages received from multiple instances of the messaging client application 104. As will be described in further detail, the

text and media content from multiple sources may be aggregated into collections of content (e.g., called stories, galleries, or collections). These collections are then made available, by the messaging server application 114, to the messaging client application 104. Other processor and memory intensive processing of data may also be performed server-side by the messaging server application 114, in view of the hardware requirements for such processing.

[0034] The application server 112 also includes an image processing system 116 that is dedicated to performing various image processing operations, typically with respect to images or video received within the payload of a message at the messaging server application 114.

[0035] The social network system 122 supports various social networking functions services, and makes these functions and services available to the messaging server application 114. To this end, the social network system 122 maintains and accesses an entity graph 304 within the database 120. Examples of functions and services supported by the social network system 122 include the identification of other users of the messaging system 100 with which a particular user has relationships or is "following," and also the identification of other entities and interests of a particular user.

[0036] The application server 112 is communicatively coupled to a database server 118, which facilitates access to a database 120 in which is stored data associated with messages processed by the messaging server application 114.

[0037] FIG 2 is block diagram illustrating further details regarding the messaging system 100, according to example embodiments. Specifically, the messaging system 100 is shown to comprise the messaging client application 104 and the application server 112, which in turn embody a number of some subsystems, namely an ephemeral timer system 202, a collection management system 204 and an annotation system 206.

[0038] The ephemeral timer system 202 is responsible for enforcing the temporary access to content permitted by the messaging client application 104 and the messaging server application 114. To this end, the ephemeral

timer system 202 incorporates a number of timers that, based on duration and display parameters associated with a message, collection of messages , or graphical element, selectively display and enable access to messages and associated content via the messaging client application 104. Further details  
5 regarding the operation of the ephemeral timer system 202 are provided below.

[0039] The collection management system 204 is responsible for managing collections of media (e.g., collections of text, image video and audio data). In some examples, a collection of content (e.g., messages, including  
10 images, video, text and audio) may be organized into an "event gallery" or an "event story." Such a collection may be made available for a specified time period, such as the duration of an event to which the content relates. For example, content relating to a music concert may be made available as a "story" for the duration of that music concert. The collection management  
15 system 204 may also be responsible for publishing an icon that provides notification of the existence of a particular collection to the user interface of the messaging client application 104.

[0040] The collection management system 204 furthermore includes a curation interface 208 that allows a collection manager to manage and  
20 curate a particular collection of content. For example, the curation interface 208 enables an event organizer to curate a collection of content relating to a specific event (e.g., delete inappropriate content or redundant messages). Additionally, the collection management system 204 employs machine vision (or image recognition technology) and content rules to automatically  
25 curate a content collection. In certain embodiments, compensation may be paid to a user for inclusion of user generated content into a collection. In such cases, the curation interface 208 operates to automatically make payments to such users for the use of their content.

[0041] The annotation system 206 provides various functions that enable a  
30 user to annotate or otherwise modify or edit media content associated with a message. For example, the annotation system 206 provides functions related to the generation and publishing of media overlays for messages

processed by the messaging system 100. The annotation system 206 operatively supplies a media overlay to the messaging client application 104 based on a geolocation of the client device 102. In another example, the annotation system 206 operatively supplies a media overlay to the messaging client application 104 based on other information, such as, social network information of the user of the client device 102. A media overlay may include audio and visual content and visual effects, as well as augmented reality overlays. Examples of audio and visual content include pictures, texts, logos, animations, and sound effects, as well as animated facial models, image filters, and augmented reality media content. An example of a visual effect includes color overlaying. The audio and visual content or the visual effects can be applied to a media content item (e.g., a photo or video or live stream) at the client device 102. For example, the media overlay including text that can be overlaid on top of a photograph generated taken by the client device 102. In another example, the media overlay includes an identification of a location overlay (e.g., Venice beach), a name of a live event, or a name of a merchant overlay (e.g., Beach Coffee House). In another example, the annotation system 206 uses the geolocation of the client device 102 to identify a media overlay that includes the name of a merchant at the geolocation of the client device 102. The media overlay may include other indicia associated with the merchant. The media overlays may be stored in the database 120 and accessed through the database server 118.

[0042] In one example embodiment, the annotation system 206 provides a user-based publication platform that enables users to select a geolocation on a map, and upload content associated with the selected geolocation. The user may also specify circumstances under which a particular media overlay should be offered to other users. The annotation system 206 generates a media overlay that includes the uploaded content and associates the uploaded content with the selected geolocation.

[0043] In another example embodiment, the annotation system 206 provides a merchant-based publication platform that enables merchants to select a particular media overlay associated with a geolocation via a

bidding process. For example, the annotation system 206 associates the media overlay of a highest bidding merchant with a corresponding geolocation for a predefined amount of time

[0044] FIG 3 is a block diagram illustrating components of the AR system 124 that configure the AR system 124 to: display a presentation of image data at a client device; identify a display of an object within the presentation of the image data based on one or more attributes of the display of the object; detect the one or more attributes of the object; retrieve a media object based on the one or more attributes of the object; and present the media object at a position within the presentation of the image data, wherein the position is based on at least the one or more attributes of the object, according to some example embodiments. The AR system 124 is shown as including a presentation module 302, an identification module 304, a media module 306, and a communication module 308, all configured to communicate with each other (e.g., via a bus, shared memory, or a switch). Any one or more of these modules may be implemented using one or more processors 310 (e.g., by configuring such one or more processors to perform functions described for that module) and hence may include one or more of the processors 310.

[0045] Any one or more of the modules described may be implemented using hardware alone (e.g., one or more of the processors 310 of a machine) or a combination of hardware and software. For example, any module described of the AR system 124 may physically include an arrangement of one or more of the processors 310 (e.g., a subset of or among the one or more processors of the machine) configured to perform the operations described herein for that module. As another example, any module of the AR system 124 may include software, hardware, or both, that configure an arrangement of one or more processors 310 (e.g., among the one or more processors of the machine) to perform the operations described herein for that module. Accordingly, different modules of the AR system 124 may include and configure different arrangements of such processors 310 or a single arrangement of such processors 310 at different points in time. Moreover, any two or more modules of the AR system 124

may be combined into a single module, and the functions described herein for a single module may be subdivided among multiple modules.

Furthermore, according to various example embodiments, modules described herein as being implemented within a single machine, database,  
5 or device may be distributed across multiple machines, databases, or devices.

[0046] FIG 4 is a flowchart illustrating a method 400 for presenting AR content within a presentation of image data at a client device (e.g., client device 102), according to certain example embodiments. Operations of the  
10 method 400 may be performed by the modules described above with respect to FIG 3. As shown in FIG 4, the method 400 includes one or more operations 402, 404, 406, 408, and 410.

[0047] At operation 402, the presentation module 302 causes display of a presentation of image data at a client device 102. The image data may be  
15 pre-recorded or in some embodiments may be recorded and presented at the client device 102 in real time. For example, the client device 102 may have a built in camera, or may be linked with a camera (e.g., via Bluetooth).

[0048] At operation 404, the identification module 304 identifies a display of an object within the presentation of the image data, wherein the object  
20 comprises one or more object attributes and includes an object boundary that defines a size and shape of the object.

[0049] In some embodiments, the identification module 304 may apply object recognition techniques to identify object in an image or video sequence, including, but not limited to feature-based methods, as well as  
25 edge detection. For example, feature detection includes methods for computing abstractions of image information and making local decisions at every image point whether there is an image feature of a given type at that point or not. The resulting features will be subsets of the image domain, often in the form of isolated points, continuous curves or connected  
30 regions. Image features may include edges, corners, blobs, ridges, shapes. The AR system may maintain a database of object features (e.g., database 120), and apply template matching to the image data in order to identify

one or more objects displayed within a presentation of the image data based on the object features stored within the database.

[0050] In some embodiments, the identification module 304 may receive a user input that selects or otherwise identifies the object within the presentation of the image data. For example, a user may provide a tactile input that comprises an identification of a point within the presentation of the image data. In response to receiving the input that comprises the identification of the point, the identification module 304 identifies the object based on the point identified by the input.

[0051] In further embodiments, the identification module 304 may visually guide the user to one or more objects within the presentation of the space. For example, the identification module 304 may identify one or more objects at peripheral locations within the presentation of the space, and in response present directional markers to guide the user to position the one or more objects at a central position within the presentation of the image data.

[0052] At operation 406, in response to identifying a display of an object within the presentation of the image data, the identification module 304 detects one or more attributes of the object based on the image data. The attributes may include a size of the object, a shape of the object, a color of the object, a position of the object within the presentation of the space, as well as contextual considerations, such as temporal attributes (e.g., time of day, day of week, season, holiday, etc.), and geo-location attributes.

[0053] At operation 408, the media module 306 retrieves or generates a media object based on the one or more attributes of the object, in response to the identification module 304 detecting the one or more attributes of the object. In some embodiments, the AR system 124 may maintain a database of media objects, wherein each media object is associated with one or more object attributes.

[0054] At operation 410, the presentation module 302 presents the media object retrieved by the media module 306 at a position within the presentation of the image data at the client device 102, wherein the position of the media object within the presentation of the image data is based on an

object attribute that includes at least an object boundary of the display of the object.

[0055] FIG 5 is a flowchart illustrating a method 500 for presenting AR content within a presentation of image data at a client device 102, according to certain example embodiments. Operations of the method 500 may be performed by the modules described above with respect to FIG 3. As shown in FIG 5, the method 500 includes one or more operations 502, and 504. In some embodiments, the method 500 may be performed subsequent to operation 410 of the method 400, wherein the media object retrieved by the media module 306 is presented at a position within the presentation of the image data at the client device 102.

[0056] At operation 502, the identification module 304 detects a stimulus within the presentation of the image data. The stimulus may include movements detected in an environment depicted by the presentation of the image data.

[0057] For example, the identification module 304 may identify and track one or more features from the image data. As discussed above, the features of the image data include individual measurable properties or characteristics that may be observed. The identification module 304 tracks the one or more features within the presentation of the image data, and detects stimulus based on movements of the one or more features. The stimulus comprises attributes, such as a direction, a magnitude, and a type.

[0058] In some embodiments, the stimulus may also include auditory stimulus, wherein the auditory stimulus includes sound properties, such as a frequency, an amplitude, a direction or location, and a type.

[0059] At operation 504, in response to the identification module 304 detecting the stimulus, the media module 306 causes the media objects displayed within the presentation of the image data (e.g., as in operation 410 of the method 400), to react to the stimulus. In some embodiments, the media module 306 may retrieve animation instructions associated with the media object based on one or more attributes of the stimulus.

[0060] In some embodiments, the animation instructions may be hosted within the database 120, such that the identification module 304 may retrieve the animation instructions in response to the detecting the stimulus.

5 [0061] In some embodiments, animation instructions associated with the media object presented within the presentation of the space may be loaded into a memory of the client device 102 in response to the presenting the media object within the presentation of the space.

[0062] FIG 6 is a flowchart illustrating a method 600 for presenting AR content within a presentation of image data, according to certain example 10 embodiments. Operations of the method 600 may be performed by the modules described above with respect to FIG 3. As shown in FIG 6, the method 600 includes one or more operations 602, 604, and 606.

[0063] At operation 602, the identification module 304 identifies a display of a second object within the presentation of the image data, wherein the 15 second object comprises a second object boundary that defines a size and shape of the second object.

[0064] For example, as in operation 404 of the method 400 where the identification module 304 identifies a display of an object within the presentation of the image data, the identification module 304 may apply 20 object recognition techniques to identify object in an image or video sequence, including, but not limited to feature-based methods, as well as edge detection. For example, feature detection includes methods for computing abstractions of image information and making local decisions at every image point whether there is an image feature of a given type at that 25 point or not. The resulting features will be subsets of the image domain, often in the form of isolated points, continuous curves or connected regions. Image features may include edges, corners, blobs, ridges, shapes. The AR system may maintain a database of object features (e.g., database 120), and apply template matching to the image data in order to identify 30 one or more objects displayed within a presentation of the image data based on the object features stored within the database.

[0065] At operation 604, the identification module 304 detects an interaction between the second object and the first object. For example, the identification module 304 may apply various feature tracking techniques to track positions of the first object and the second object within the presentation of the image data. The interaction between the second object and the first object may therefore include a movement of one or both objects towards or away from the other, or may include detecting an overlap of a boundary of the first object with a boundary of the second object.

5 [0066] At operation 606, in response to detecting the interaction between the first object and the second object, the media module 306 transfers a display of the media object from a first position based on the first boundary of the first object, to a second position, wherein the second position is based on a second boundary of the second object.

15 [0067] As an illustrative example, the media object may initially be displayed on a first object within the presentation of the image data, such as an apple. A user may cause the apple to contact with a second object in the presentation of the image data, such as a can of soda, and in response, the media module 306 transfers the display of the media object from the apple to the can of soda within the presentation of the image data.

20 [0068] FIG 7 is a flowchart illustrating a method 700 for presenting AR content within a presentation of image data, according to certain example embodiments. Operations of the method 700 may be performed by the modules described above with respect to FIG 3. As shown in FIG 7, the method 700 includes one or more operations 702, 704, and 706.

25 [0069] At operation 702, the identification module 304 identifies a second display of a second object within the presentation of the image data, wherein the second object comprises a second object boundary that defines a location of the object within the presentation of the space, as well as a size and shape of the object.

30 [0070] At operation 704, the identification module 304 detects one or more attributes of the second object displayed within the presentation of the

image data, wherein the one or more attributes include a size, a shape, a location within the presentation of the space, a color, movements of the second object, as well as an object type or category.

5 [0071] At operation 706, the media module 306 causes the media object presented by the presentation module 302 within the presentation of the image data to react to the presence of the second object. For example, the media module 306 may retrieve animation instructions and cause the media object to perform an animation based on the animation instructions.

10 [0072] FIG 8 is a flowchart illustrating a method 800 for presenting AR content within a presentation of image data, according to certain example embodiments. Operations of the method 800 may be performed by the modules described above with respect to FIG 3. As shown in FIG 8, the method 800 includes one or more operations 802, 804, 806, 808, 810, and 812.

15 [0073] At operation 802, the identification module 304 identifies a second display of a second object within the presentation of the image data, wherein the second object comprises a second object boundary that defines a location of the object within the presentation of the space, as well as a size and shape of the object.

20 [0074] At operation 804, the identification module 304 detects one or more attributes of the second object displayed within the presentation of the image data, wherein the one or more attributes include a size, a shape, a location within the presentation of the space, a color, movements of the second object, as well as an object type or category.

25 [0075] At operation 806, the media module 306 retrieves or generates a media object based on the one or more attributes of the object, in response to the identification module 304 detecting the one or more attributes of the object. In some embodiments, the AR system 124 may maintain a database of media objects, wherein each media object is associated with one or more object attributes.

30 [0076] At operation 808, the presentation module 302 presents the media object retrieved by the media module 306 at a position within the

presentation of the image data at the client device 102, wherein the position of the media object within the presentation of the image data is based on the second object boundary of the second object.

[0077] At operation 810, the identification module 304 detects an  
5 interaction between the first object and the second object presented in the presentation of the image data. For example, the interaction may include detecting a movement of the first object or the second object, based on one or more features tracked by the identification module 304.

[0078] At operation 812, the media module 306 causes the first media  
10 object presented at a position based on the first boundary of the first object and the second media object presented at a position based on the second boundary of the second object, to perform an animation based on the interaction.

[0079] FIG 9 is an interface diagram 900 depicting AR content (e.g., media  
15 objects 915 and 925) presented within a GUI (e.g., GUI 905 and GUI 910), according to certain example embodiments, and as discussed in the method 400 of FIG 4.

[0080] As seen in the GUI 905, the identification module 304 may  
20 identify an object 920 within the presentation of the image data displayed within the GUI 905, and based on one or more attributes of the object 920, may cause the media module 306 to retrieve the media object 915. As seen in FIG 9, the media object 915 may include an AR filter to display interactive anthropomorphic characteristics and features on objects identified by the identification module 304. Similarly, the GUI 910 provide  
25 an illustration of an object 930, and a media object 925 retrieved based on one or more attributes of the object 930.

[0081] FIG 10 is an interface diagram 1000 depicting AR content (e.g.,  
media items 1015 and 1010) presented within a GUI 1005, according to  
30 certain example embodiments, such as embodiments describes in the method 800 of FIG 8.

[0082] As seen in the interface diagram 1000, the identification module  
304 identifies objects 1030 and 1035 within the presentation of the image

data displayed within the GUI 1005. Based on attributes of the objects 1030 and 1035, the media module 306 retrieves the media objects 1015 and 1010. As seen in the interface diagram 1000, the media objects 1015 and 1010 include AR filters to display anthropomorphic characteristics and features upon the objects 1030 and 1035.

[0083] As discussed in the method 800 of FIG 8, the identification module 304 may detect an interaction between the objects 1030 and 1035, such as a movement 1025. In response to detecting the interaction, the media module 306 retrieves animation instructions that cause the media objects 1010 and 1015 to perform an animation 1020 based on the animation instructions.

[0084] The animation instructions retrieved by the media module 306 may be based on one or more attributes of the interaction.

[0085] FIG 11 is an interface diagram 1100 depicting AR content 1110 presented within a GUI 1105, according to certain example embodiments, such as the embodiments discussed in the method 700 of FIG 7.

[0086] As seen in the interface diagram 1100, the identification module 304 identifies an object 1120, and causes the media module 306 to retrieve media content 1110, wherein the media content include an AR filter to display anthropomorphic features upon the object 1120.

[0087] In response to detecting a second object 1115, the identification module 304 detects one or more attributes of the second object, and based on the one or more attributes, causes the media module 306 to retrieve animation instructions for the media object 1110 that cause the media object 1110 to perform an animation in response to the second object 1115.

25

#### SOFTWARE ARCHITECTURE

[0088] FIG 12 is a block diagram illustrating an example software architecture 1206, which may be used in conjunction with various hardware architectures herein described. FIG 12 is a non-limiting example of a software architecture and it will be appreciated that many other architectures may be implemented to facilitate the functionality described herein. The software architecture 1206 may execute on hardware such as

the machine 1300 of FIG 13 that includes, among other things, processors 1304, memory 1314, and I/O components 1318. A representative hardware layer 1252 is illustrated and can represent, for example, the machine 1200 of FIG 12. The representative hardware layer 1252 includes a processing unit 1254 having associated executable instructions 1204. Executable instructions 1204 represent the executable instructions of the software architecture 1206, including implementation of the methods, components and so forth described herein. The hardware layer 1252 also includes memory and/or storage modules memory/storage 1256, which also have executable instructions 1204. The hardware layer 1252 may also comprise other hardware 1258.

[0089] In the example architecture of FIG 12, the software architecture 1206 may be conceptualized as a stack of layers where each layer provides particular functionality. For example, the software architecture 1206 may include layers such as an operating system 1202, libraries 1220, applications 1216 and a presentation layer 1214. Operationally, the applications 1216 and/or other components within the layers may invoke application programming interface (API) API calls 1208 through the software stack and receive a response as in response to the API calls 1208. The layers illustrated are representative in nature and not all software architectures have all layers. For example, some mobile or special purpose operating systems may not provide a frameworks/middleware 1218, while others may provide such a layer. Other software architectures may include additional or different layers.

[0090] The operating system 1202 may manage hardware resources and provide common services. The operating system 1202 may include, for example, a kernel 1222, services 1224 and drivers 1226. The kernel 1222 may act as an abstraction layer between the hardware and the other software layers. For example, the kernel 1222 may be responsible for memory management, processor management (e.g., scheduling), component management, networking, security settings, and so on. The services 1224 may provide other common services for the other software layers. The drivers 1226 are responsible for controlling or interfacing with

the underlying hardware. For instance, the drivers 1226 include display drivers, camera drivers, Bluetooth® drivers, flash memory drivers, serial communication drivers (e.g., Universal Serial Bus (USB) drivers), Wi-Fi® drivers, audio drivers, power management drivers, and so forth depending on the hardware configuration.

[0091] The libraries 1220 provide a common infrastructure that is used by the applications 1216 and/or other components and/or layers. The libraries 1220 provide functionality that allows other software components to perform tasks in an easier fashion than to interface directly with the underlying operating system 1202 functionality (e.g., kernel 1222, services 1224 and/or drivers 1226). The libraries 1220 may include system libraries 1244 (e.g., C standard library) that may provide functions such as memory allocation functions, string manipulation functions, mathematical functions, and the like. In addition, the libraries 1220 may include API libraries 1246 such as media libraries (e.g., libraries to support presentation and manipulation of various media format such as MPREG4, H.264, MP3, AAC, AMR, JPG, PNG), graphics libraries (e.g., an OpenGL framework that may be used to render 2D and 3D in a graphic content on a display), database libraries (e.g., SQLite that may provide various relational database functions), web libraries (e.g., WebKit that may provide web browsing functionality), and the like. The libraries 1220 may also include a wide variety of other libraries 1248 to provide many other APIs to the applications 1216 and other software components/modules.

[0092] The frameworks/middleware 1218 (also sometimes referred to as middleware) provide a higher-level common infrastructure that may be used by the applications 1216 and/or other software components/modules. For example, the frameworks/middleware 1218 may provide various graphic user interface (GUI) functions, high-level resource management, high-level location services, and so forth. The frameworks/middleware 1218 may provide a broad spectrum of other APIs that may be utilized by the applications 1216 and/or other software components/modules, some of which may be specific to a particular operating system 1202 or platform.

[0093] The applications 1216 include built-in applications 1238 and/or third-party applications 1240. Examples of representative built-in applications 1238 may include, but are not limited to, a contacts application, a browser application, a book reader application, a location application, a media application, a messaging application, and/or a game application. Third-party applications 1240 may include an application developed using the ANDROID™ or IOS™ software development kit (SDK) by an entity other than the vendor of the particular platform, and may be mobile software running on a mobile operating system such as IOS™, ANDROID™, WINDOWS® Phone, or other mobile operating systems. The third-party applications 1240 may invoke the API calls 1208 provided by the mobile operating system (such as operating system 1202) to facilitate functionality described herein.

[0094] The applications 1216 may use built in operating system functions (e.g., kernel 1222, services 1224 and/or drivers 1226), libraries 1220, and frameworks/middleware 1218 to create user interfaces to interact with users of the system. Alternatively, or additionally, in some systems interactions with a user may occur through a presentation layer, such as presentation layer 1214. In these systems, the application/component "logic" can be separated from the aspects of the application/component that interact with a user.

[0095] FIG 13 is a block diagram illustrating components of a machine 1300, according to some example embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein. Specifically, FIG 13 shows a diagrammatic representation of the machine 1300 in the example form of a computer system, within which instructions 1310 (e.g., software, a program, an application, an applet, an app, or other executable code) for causing the machine 1300 to perform any one or more of the methodologies discussed herein may be executed. As such, the instructions 1310 may be used to implement modules or components described herein. The instructions 1310 transform the general, non-programmed machine 1300 into a particular machine 1300

programmed to carry out the described and illustrated functions in the manner described. In alternative embodiments, the machine 1300 operates as a standalone device or may be coupled (e.g., networked) to other machines. In a networked deployment, the machine 1300 may operate in  
5 the capacity of a server machine or a client machine in a server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine 1300 may comprise, but not be limited to, a server computer, a client computer, a personal computer (PC), a tablet computer, a laptop computer, a netbook, a set-top box (STB),  
10 a personal digital assistant (PDA), an entertainment media system, a cellular telephone, a smart phone, a mobile device, a wearable device (e.g., a smart watch), a smart home device (e.g., a smart appliance), other smart devices, a web appliance, a network router, a network switch, a network bridge, or any machine capable of executing the instructions 1310,  
15 sequentially or otherwise, that specify actions to be taken by machine 1300. Further, while only a single machine 1300 is illustrated, the term "machine" shall also be taken to include a collection of machines that individually or jointly execute the instructions 1310 to perform any one or more of the methodologies discussed herein.

20 [0096] The machine 1300 may include processors 1304, memory memory/storage 1306, and I/O components 1318, which may be configured to communicate with each other such as via a bus 1302. The memory/storage 1306 may include a memory 1314, such as a main memory, or other memory storage, and a storage unit 1316, both accessible  
25 to the processors 1304 such as via the bus 1302. The storage unit 1316 and memory 1314 store the instructions 1310 embodying any one or more of the methodologies or functions described herein. The instructions 1310 may also reside, completely or partially, within the memory 1314, within the storage unit 1316, within at least one of the processors 1304 (e.g.,  
30 within the processor's cache memory), or any suitable combination thereof, during execution thereof by the machine 1300. Accordingly, the memory 1314, the storage unit 1316, and the memory of processors 1304 are examples of machine-readable media.

[0097] The I/O components 1318 may include a wide variety of components to receive input, provide output, produce output, transmit information, exchange information, capture measurements, and so on. The specific I/O components 1318 that are included in a particular machine

5 1300 will depend on the type of machine. For example, portable machines such as mobile phones will likely include a touch input device or other such input mechanisms, while a headless server machine will likely not include such a touch input device. It will be appreciated that the I/O components 1318 may include many other components that are not shown in FIG 13.

10 The I/O components 1318 are grouped according to functionality merely for simplifying the following discussion and the grouping is in no way limiting. In various example embodiments, the I/O components 1318 may include output components 1326 and input components 1328. The output components 1326 may include visual components (e.g., a display such as a

15 plasma display panel (PDP), a light emitting diode (LED) display, a liquid crystal display (LCD), a projector, or a cathode ray tube (CRT)), acoustic components (e.g., speakers), haptic components (e.g., a vibratory motor, resistance mechanisms), other signal generators, and so forth. The input components 1328 may include alphanumeric input components (e.g., a

20 keyboard, a touch screen configured to receive alphanumeric input, a photo-optical keyboard, or other alphanumeric input components), point based input components (e.g., a mouse, a touchpad, a trackball, a joystick, a motion sensor, or other pointing instrument), tactile input components (e.g., a physical button, a touch screen that provides location and/or force of

25 touches or touch gestures, or other tactile input components), audio input components (e.g., a microphone), and the like.

[0098] In further example embodiments, the I/O components 1318 may include biometric components 1330, motion components 1334, environmental environment components 1336, or position components

30 1338 among a wide array of other components. For example, the biometric components 1330 may include components to detect expressions (e.g., hand expressions, facial expressions, vocal expressions, body gestures, or eye tracking), measure biosignals (e.g., blood pressure, heart rate, body

temperature, perspiration, or brain waves), identify a person (e.g., voice identification, retinal identification, facial identification, fingerprint identification, or electroencephalogram based identification), and the like. The motion components 1334 may include acceleration sensor components (e.g., accelerometer), gravitation sensor components, rotation sensor components (e.g., gyroscope), and so forth. The environment components 1336 may include, for example, illumination sensor components (e.g., photometer), temperature sensor components (e.g., one or more thermometer that detect ambient temperature), humidity sensor components, pressure sensor components (e.g., barometer), acoustic sensor components (e.g., one or more microphones that detect background noise), proximity sensor components (e.g., infrared sensors that detect nearby objects), gas sensors (e.g., gas detection sensors to detection concentrations of hazardous gases for safety or to measure pollutants in the atmosphere), or other components that may provide indications, measurements, or signals corresponding to a surrounding physical environment. The position components 1338 may include location sensor components (e.g., a Global Position system (GPS) receiver component), altitude sensor components (e.g., altimeters or barometers that detect air pressure from which altitude may be derived), orientation sensor components (e.g., magnetometers), and the like.

[0099] Communication may be implemented using a wide variety of technologies. The I/O components 1318 may include communication components 1340 operable to couple the machine 1300 to a network 1332 or devices 1320 via coupling 1322 and coupling 1324 respectively. For example, the communication components 1340 may include a network interface component or other suitable device to interface with the network 1332. In further examples, communication components 1340 may include wired communication components, wireless communication components, cellular communication components, Near Field Communication (NFC) components, Bluetooth® components (e.g., Bluetooth® Low Energy), Wi-Fi® components, and other communication components to provide communication via other modalities. The devices 1320 may be another

machine or any of a wide variety of peripheral devices (e.g., a peripheral device coupled via a Universal Serial Bus (USB)).

[00100] Moreover, the communication components 1340 may detect identifiers or include components operable to detect identifiers. For  
5 example, the communication components 1340 may include Radio Frequency Identification (RFID) tag reader components, NFC smart tag detection components, optical reader components (e.g., an optical sensor to detect one-dimensional bar codes such as Universal Product Code (UPC) bar code, multi-dimensional bar codes such as Quick Response (QR) code,  
10 Aztec code, Data Matrix, Dataglyph, MaxiCode, PDF417, Ultra Code, UCC RSS-2D bar code, and other optical codes), or acoustic detection components (e.g., microphones to identify tagged audio signals). In addition, a variety of information may be derived via the communication components 1340, such as, location via Internet Protocol (IP) geo-location,  
15 location via Wi-Fi® signal triangulation, location via detecting a NFC beacon signal that may indicate a particular location, and so forth.

#### GLOSSARY

[00101] "CARRIER SIGNAL" in this context refers to any  
20 intangible medium that is capable of storing, encoding, or carrying instructions for execution by the machine, and includes digital or analog communications signals or other intangible medium to facilitate communication of such instructions. Instructions may be transmitted or received over the network using a transmission medium via a network  
25 interface device and using any one of a number of well-known transfer protocols.

[00102] "CLIENT DEVICE" in this context refers to any machine that interfaces to a communications network to obtain resources from one or more server systems or other client devices. A client device may be, but  
30 is not limited to, a mobile phone, desktop computer, laptop, portable digital assistants (PDAs), smart phones, tablets, ultra books, netbooks, laptops, multi-processor systems, microprocessor-based or programmable consumer

electronics, game consoles, set-top boxes, or any other communication device that a user may use to access a network.

[00103] "COMMUNICATIONS NETWORK" in this context refers to one or more portions of a network that may be an ad hoc network, an  
5 intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), the Internet, a portion of the Internet, a portion of the Public Switched Telephone Network (PSTN), a plain old telephone service (POTS) network, a cellular  
10 telephone network, a wireless network, a Wi-Fi® network, another type of network, or a combination of two or more such networks. For example, a network or a portion of a network may include a wireless or cellular network and the coupling may be a Code Division Multiple Access (CDMA) connection, a Global System for Mobile communications (GSM)  
15 connection, or other type of cellular or wireless coupling. In this example, the coupling may implement any of a variety of types of data transfer technology, such as Single Carrier Radio Transmission Technology (1xRTT), Evolution-Data Optimized (EVDO) technology, General Packet Radio Service (GPRS) technology, Enhanced Data rates for GSM  
20 Evolution (EDGE) technology, third Generation Partnership Project (3GPP) including 3G, fourth generation wireless (4G) networks, Universal Mobile Telecommunications System (UMTS), High Speed Packet Access (HSPA), Worldwide Interoperability for Microwave Access (WiMAX), Long Term Evolution (LTE) standard, others defined by various standard  
25 setting organizations, other long range protocols, or other data transfer technology.

[00104] "EMPHEMERAL MESSAGE" in this context refers to a message that is accessible for a time-limited duration. An ephemeral message may be a text, an image, a video and the like. The access time for  
30 the ephemeral message may be set by the message sender. Alternatively, the access time may be a default setting or a setting specified by the recipient. Regardless of the setting technique, the message is transitory.

[00105] "MACHINE-READABLE MEDIUM" in this context refers to a component, device or other tangible media able to store instructions and data temporarily or permanently and may include, but is not be limited to, random-access memory (RAM), read-only memory (ROM), buffer  
5 memory, flash memory, optical media, magnetic media, cache memory, other types of storage (e.g., Erasable Programmable Read-Only Memory (EEPROM)) and/or any suitable combination thereof. The term "machine-readable medium" should be taken to include a single medium or multiple  
10 media (e.g., a centralized or distributed database, or associated caches and servers) able to store instructions. The term "machine-readable medium" shall also be taken to include any medium, or combination of multiple media, that is capable of storing instructions (e.g., code) for execution by a machine, such that the instructions, when executed by one or more  
15 processors of the machine, cause the machine to perform any one or more of the methodologies described herein. Accordingly, a "machine-readable medium" refers to a single storage apparatus or device, as well as "cloud-based" storage systems or storage networks that include multiple storage apparatus or devices. The term "machine-readable medium" excludes signals per se.

20 [00106] "COMPONENT" in this context refers to a device, physical entity or logic having boundaries defined by function or subroutine calls, branch points, application program interfaces (APIs), or other technologies that provide for the partitioning or modularization of particular processing or control functions. Components may be combined via their interfaces  
25 with other components to carry out a machine process. A component may be a packaged functional hardware unit designed for use with other components and a part of a program that usually performs a particular function of related functions. Components may constitute either software components (e.g., code embodied on a machine-readable medium) or  
30 hardware components. A "hardware component" is a tangible unit capable of performing certain operations and may be configured or arranged in a certain physical manner. In various example embodiments, one or more computer systems (e.g., a standalone computer system, a client computer

system, or a server computer system) or one or more hardware components of a computer system (e.g., a processor or a group of processors) may be configured by software (e.g., an application or application portion) as a hardware component that operates to perform certain operations as

5 described herein. A hardware component may also be implemented mechanically, electronically, or any suitable combination thereof. For example, a hardware component may include dedicated circuitry or logic that is permanently configured to perform certain operations. A hardware component may be a special-purpose processor, such as a Field-

10 Programmable Gate Array (FPGA) or an Application Specific Integrated Circuit (ASIC). A hardware component may also include programmable logic or circuitry that is temporarily configured by software to perform certain operations. For example, a hardware component may include software executed by a general-purpose processor or other programmable

15 processor. Once configured by such software, hardware components become specific machines (or specific components of a machine) uniquely tailored to perform the configured functions and are no longer general-purpose processors. It will be appreciated that the decision to implement a hardware component mechanically, in dedicated and permanently

20 configured circuitry, or in temporarily configured circuitry (e.g., configured by software) may be driven by cost and time considerations. Accordingly, the phrase "hardware component"(or "hardware-implemented component") should be understood to encompass a tangible entity, be that an entity that is physically constructed, permanently configured (e.g., hardwired), or

25 temporarily configured (e.g., programmed) to operate in a certain manner or to perform certain operations described herein. Considering embodiments in which hardware components are temporarily configured (e.g., programmed), each of the hardware components need not be configured or instantiated at any one instance in time. For example, where a

30 hardware component comprises a general-purpose processor configured by software to become a special-purpose processor, the general-purpose processor may be configured as respectively different special-purpose processors (e.g., comprising different hardware components) at different

times. Software accordingly configures a particular processor or processors, for example, to constitute a particular hardware component at one instance of time and to constitute a different hardware component at a different instance of time. Hardware components can provide information to, and receive information from, other hardware components. Accordingly, the described hardware components may be regarded as being communicatively coupled. Where multiple hardware components exist contemporaneously, communications may be achieved through signal transmission (e.g., over appropriate circuits and buses) between or among two or more of the hardware components. In embodiments in which multiple hardware components are configured or instantiated at different times, communications between such hardware components may be achieved, for example, through the storage and retrieval of information in memory structures to which the multiple hardware components have access. For example, one hardware component may perform an operation and store the output of that operation in a memory device to which it is communicatively coupled. A further hardware component may then, at a later time, access the memory device to retrieve and process the stored output. Hardware components may also initiate communications with input or output devices, and can operate on a resource (e.g., a collection of information). The various operations of example methods described herein may be performed, at least partially, by one or more processors that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors may constitute processor-implemented components that operate to perform one or more operations or functions described herein. As used herein, "processor-implemented component" refers to a hardware component implemented using one or more processors. Similarly, the methods described herein may be at least partially processor-implemented, with a particular processor or processors being an example of hardware. For example, at least some of the operations of a method may be performed by one or more processors or processor-implemented components. Moreover, the one or more processors may also operate to

support performance of the relevant operations in a "cloud computing" environment or as a "software as a service" (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines including processors), with these operations being  
5 accessible via a network (e.g., the Internet) and via one or more appropriate interfaces (e.g., an Application Program Interface (API)). The performance of certain of the operations may be distributed among the processors, not only residing within a single machine, but deployed across a number of machines. In some example embodiments, the processors or processor-  
10 implemented components may be located in a single geographic location (e.g., within a home environment, an office environment, or a server farm). In other example embodiments, the processors or processor-implemented components may be distributed across a number of geographic locations.

[00107] "PROCESSOR" in this context refers to any circuit or  
15 virtual circuit (a physical circuit emulated by logic executing on an actual processor) that manipulates data values according to control signals (e.g., "commands", "op codes", "machine code", etc. ) and which produces corresponding output signals that are applied to operate a machine. A processor may, for example, be a Central Processing Unit (CPU), a  
20 Reduced Instruction Set Computing (RISC) processor, a Complex Instruction Set Computing (CISC) processor, a Graphics Processing Unit (GPU), a Digital Signal Processor (DSP), an Application Specific Integrated Circuit (ASIC), a Radio-Frequency Integrated Circuit (RFIC) or any combination thereof. A processor may further be a multi-core processor  
25 having two or more independent processors (sometimes referred to as "cores") that may execute instructions contemporaneously.

[00108] "TIMESTAMP" in this context refers to a sequence of characters or encoded information identifying when a certain event  
occurred, for example giving date and time of day, sometimes accurate to a  
30 small fraction of a second.

CLAIMS

What is claimed is:

1. A system comprising:  
5 a memory; and  
at least one hardware processor coupled to the memory and  
comprising instructions that causes the system to perform operations  
comprising:  
causing display of a presentation of image data at a client device;  
10 identifying a display of an object within the presentation of the  
image data, the display of the object comprising an object boundary;  
detecting an attribute of the object based on the image data;  
retrieving a media object based on the attribute of the object; and  
presenting the media object at a position within the presentation of  
15 the image data, the position based on the object boundary of the display of  
the object.
2. The system of claim 1, wherein the attribute of the object includes a  
shape of the object, and wherein the detecting the attribute of the object  
20 based on the image data includes:  
detecting the shape of the object based on the object boundary of  
the display of the object.
3. The system of claim 1, wherein the instructions cause the system to  
25 perform operations further comprising:  
detecting a stimulus within the presentation of the image data; and  
animating the media content based on the stimulus.
4. The system of claim 1, wherein the object is a first object, the  
30 display of the object is a first display that comprises a first object boundary,  
the position is a first position, and wherein the instructions cause the  
system to perform operations further comprising:

identifying a second display of a second object within the presentation of the image data, the second display comprising a second object boundary;

5 detecting a contact between the first object boundary and the second object boundary; and

transferring the media object from the first position to a second position, the second position based on the second object boundary of the second object.

10 5. The system of claim 1, wherein the object is a first object, the display of the object is a first display that comprises a first object boundary, the attribute of the first object is a first attribute, and wherein the instructions cause the system to perform operations further comprising:

15 identifying a second display of a second object within the presentation of the image data;

detecting a second attribute of the second object in response to the identifying the second display of the second object; and

animating the media object based on at least the second attribute of the second object.

20

6. The system of claim 1, wherein the object is a first object, the display of the object is a first display that comprises a first object boundary, the media object is a first media object, the position of the first media object is a first position, and wherein the instructions cause the system to perform operations further comprising:

25 identifying a second display of a second object within the presentation of the image data, the second display comprising a second object boundary;

detecting the attribute of the second object;

30 retrieving a second media object based on the attribute of the second object;

presenting the second media object at a second position within the presentation of the image data, the second position based on the second object boundary;

5 detecting a movement of the first object in a direction towards the second object;

retrieving animation instructions based on the attribute of the first object and the attribute of the second object in response to the movement; and

10 animating the first media object and the second media object based on the animation instructions.

7. The system of claim 1, wherein the instructions cause the system to perform operations further comprising:

15 detecting an ambient noise, the ambient noise comprising a property; and

animating the media object based on the property of the ambient noise, in response to the detecting the ambient noise.

8. A method comprising:

20 causing display of a presentation of image data at a client device;

identifying a display of an object within the presentation of the image data, the display of the object comprising an object boundary;

detecting an attribute of the object based on the image data;

retrieving a media object based on the attribute of the object; and

25 presenting the media object at a position within the presentation of the image data, the position based on the object boundary of the display of the object.

9. The method of claim 8, wherein the attribute of the object includes a shape of the object, and wherein the detecting the attribute of the object based on the image data includes:

detecting the shape of the object based on the object boundary of the display of the object.

10. The method of claim 8, wherein the method further comprises:  
detecting a stimulus within the presentation of the image data; and  
animating the media content based on the stimulus.

5

11. The method of claim 8, wherein the object is a first object, the  
display of the object is a first display that comprises a first object boundary,  
the position is a first position, and wherein the method further comprises:

identifying a second display of a second object within the  
10 presentation of the image data, the second display comprising a second  
object boundary;  
detecting a contact between the first object boundary and the second  
object boundary; and  
transferring the media object from the first position to a second  
15 position, the second position based on the second object boundary of the  
second object.

12. The method of claim 8, wherein the object is a first object, the  
display of the object is a first display that comprises a first object boundary,  
20 the attribute of the first object is a first attribute, and wherein the method  
further comprises:

identifying a second display of a second object within the  
presentation of the image data;  
detecting a second attribute of the second object in response to the  
25 identifying the second display of the second object; and  
animating the media object based on at least the second attribute of  
the second object.

13. The method of claim 8, wherein the object is a first object, the  
30 display of the object is a first display that comprises a first object boundary,  
the media object is a first media object, the position of the first media  
object is a first position, and wherein the instructions cause the system to  
perform operations further comprising:

- identifying a second display of a second object within the presentation of the image data, the second display comprising a second object boundary;
- detecting the attribute of the second object;
- 5 retrieving a second media object based on the attribute of the second object;
- presenting the second media object at a second position within the presentation of the image data, the second position based on the second object boundary;
- 10 detecting a movement of the first object in a direction towards the second object;
- retrieving animation instructions based on the attribute of the first object and the attribute of the second object in response to the movement; and
- 15 animating the first media object and the second media object based on the animation instructions.
14. The method of claim 8, wherein the method further comprises:
- detecting an ambient noise, the ambient noise comprising a
- 20 property; and
- animating the media object based on the property of the ambient noise, in response to the detecting the ambient noise.
15. A machine-readable storage medium comprising instructions that,
- 25 when executed by one or more processors of a machine, cause the machine to perform operations comprising:
- causing display of a presentation of image data at a client device;
- identifying a display of an object within the presentation of the image data, the display of the object comprising an object boundary;
- 30 detecting an attribute of the object based on the image data;
- retrieving a media object based on the attribute of the object; and

presenting the media object at a position within the presentation of the image data, the position based on the object boundary of the display of the object.

5 16. The machine readable storage medium of claim 15, wherein the attribute of the object includes a shape of the object, and wherein the detecting the attribute of the object based on the image data includes:

detecting the shape of the object based on the object boundary of the display of the object.

10

17. The machine readable storage medium of claim 15, wherein the instructions cause the machine to perform operations further comprising:

detecting a stimulus within the presentation of the image data; and animating the media content based on the stimulus.

15

18. The machine readable storage medium of claim 15, wherein the object is a first object, the display of the object is a first display that comprises a first object boundary, the position is a first position, and wherein the instructions cause the machine to perform operations further comprising:

20

identifying a second display of a second object within the presentation of the image data, the second display comprising a second object boundary;

25 detecting a contact between the first object boundary and the second object boundary; and

transferring the media object from the first position to a second position, the second position based on the second object boundary of the second object.

30 19. The machine readable storage medium of claim 15, wherein the object is a first object, the display of the object is a first display that comprises a first object boundary, the attribute of the first object is a first attribute, and wherein the instructions cause the machine to perform operations further comprising:

identifying a second display of a second object within the presentation of the image data;

detecting a second attribute of the second object in response to the identifying the second display of the second object; and

5 animating the media object based on at least the second attribute of the second object.

20. The machine readable storage medium of claim 15, wherein the object is a first object, the display of the object is a first display that  
10 comprises a first object boundary, the media object is a first media object, the position of the first media object is a first position, and wherein the instructions cause the machine to perform operations further comprising:

identifying a second display of a second object within the presentation of the image data, the second display comprising a second  
15 object boundary;

detecting the attribute of the second object;

retrieving a second media object based on the attribute of the second object;

presenting the second media object at a second position within the  
20 presentation of the image data, the second position based on the second object boundary;

detecting a movement of the first object in a direction towards the second object;

retrieving animation instructions based on the attribute of the first  
25 object and the attribute of the second object in response to the movement; and

animating the first media object and the second media object based on the animation instructions.

30

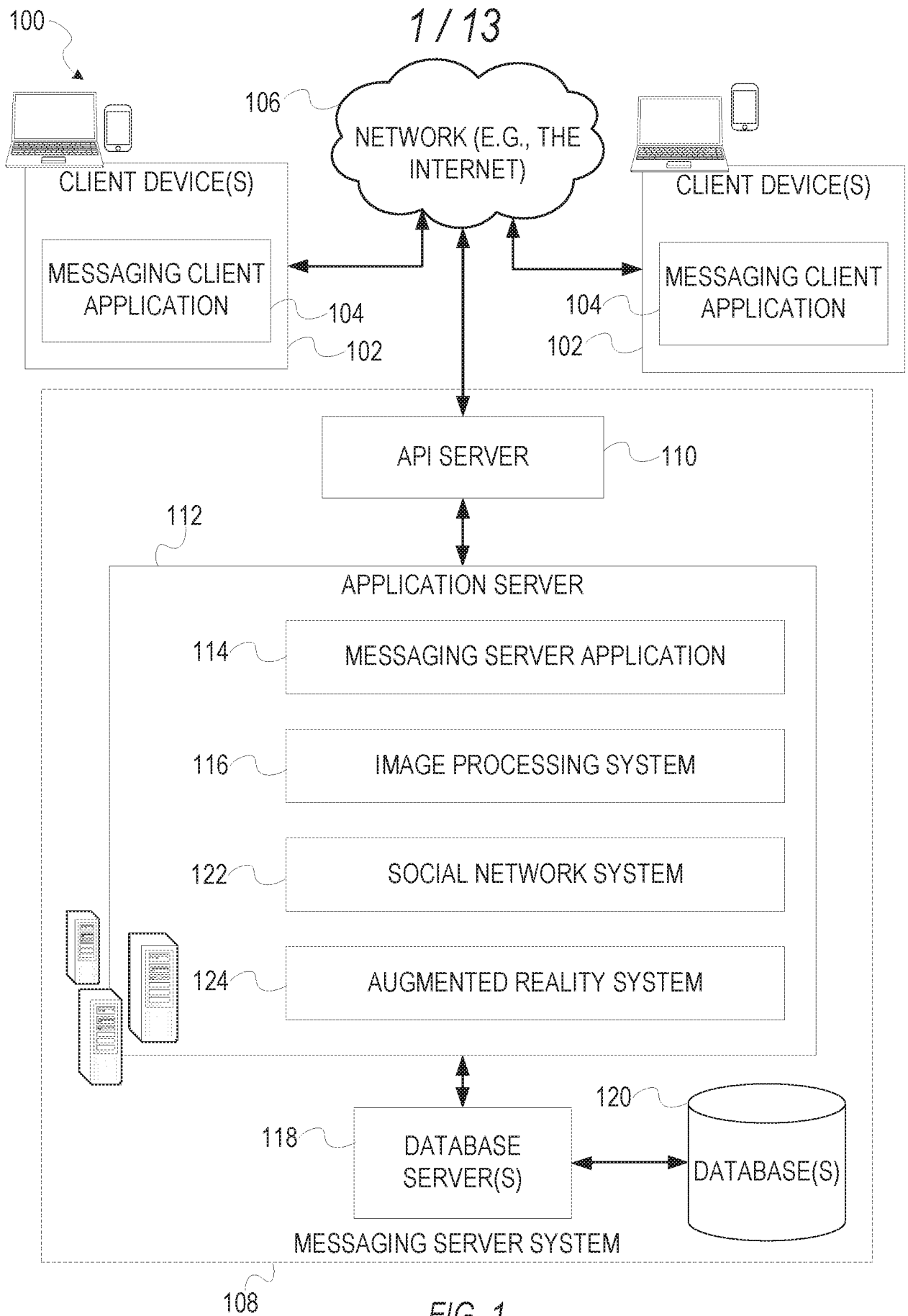


FIG. 1

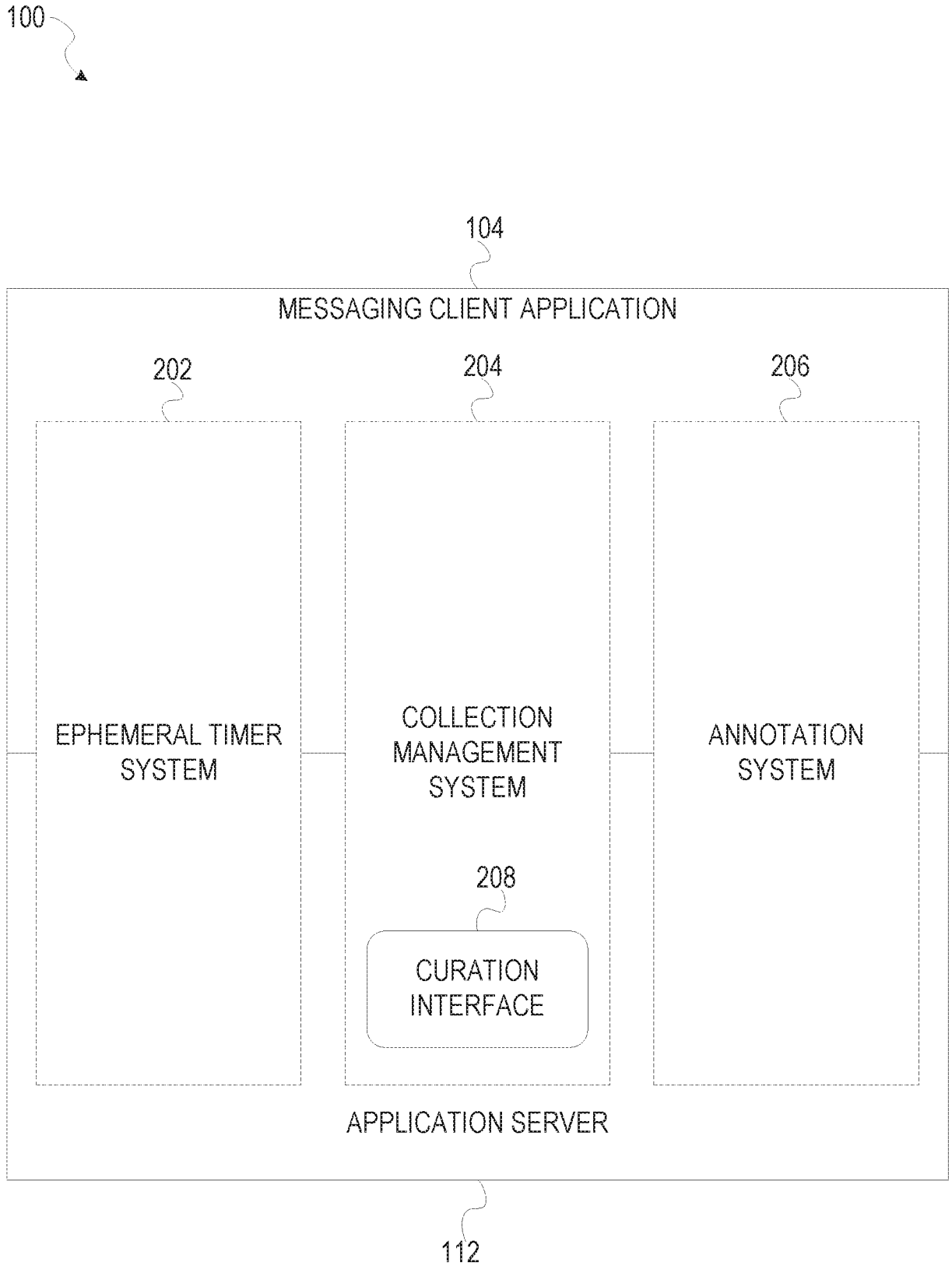


FIG. 2

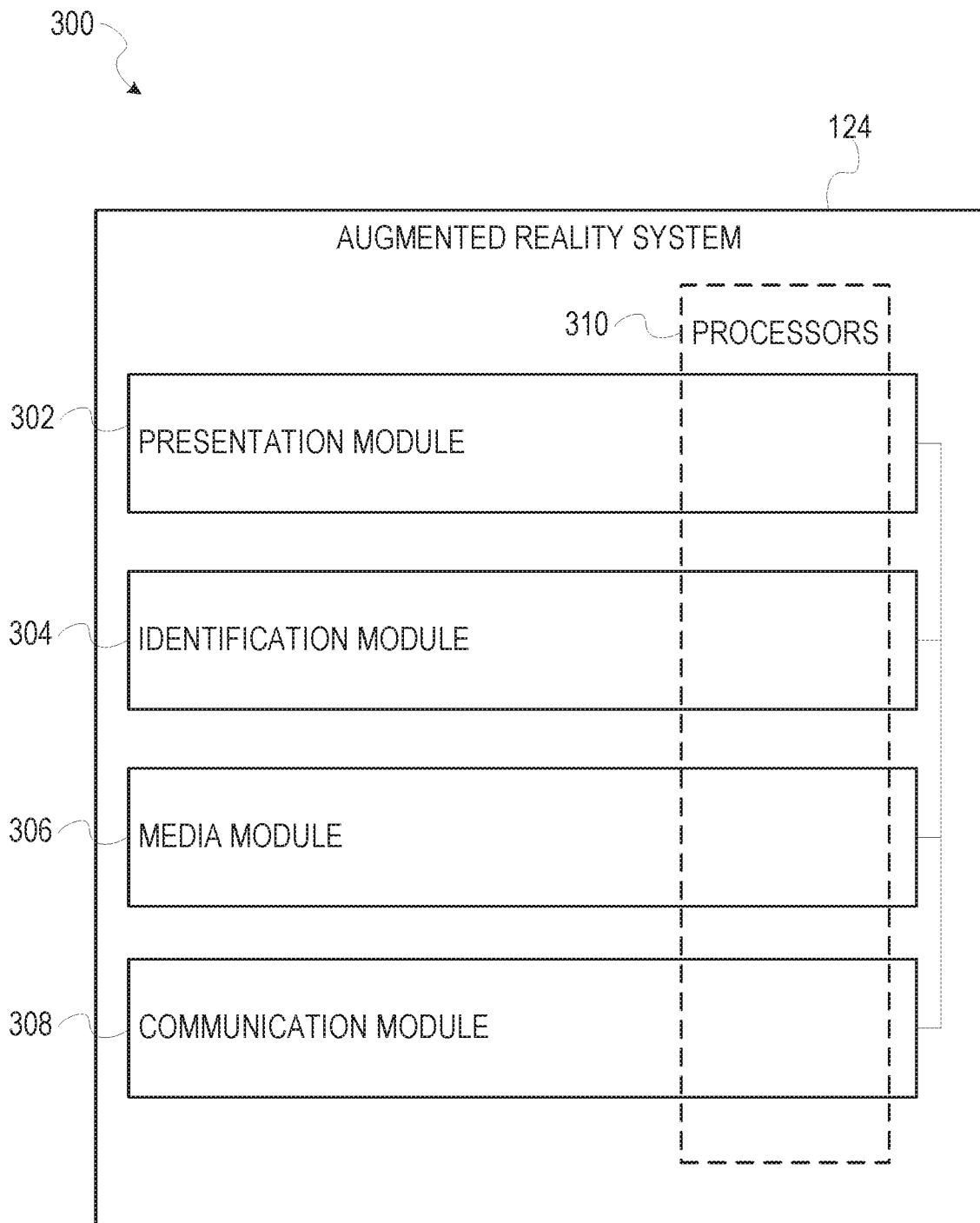


FIG. 3

4 / 13

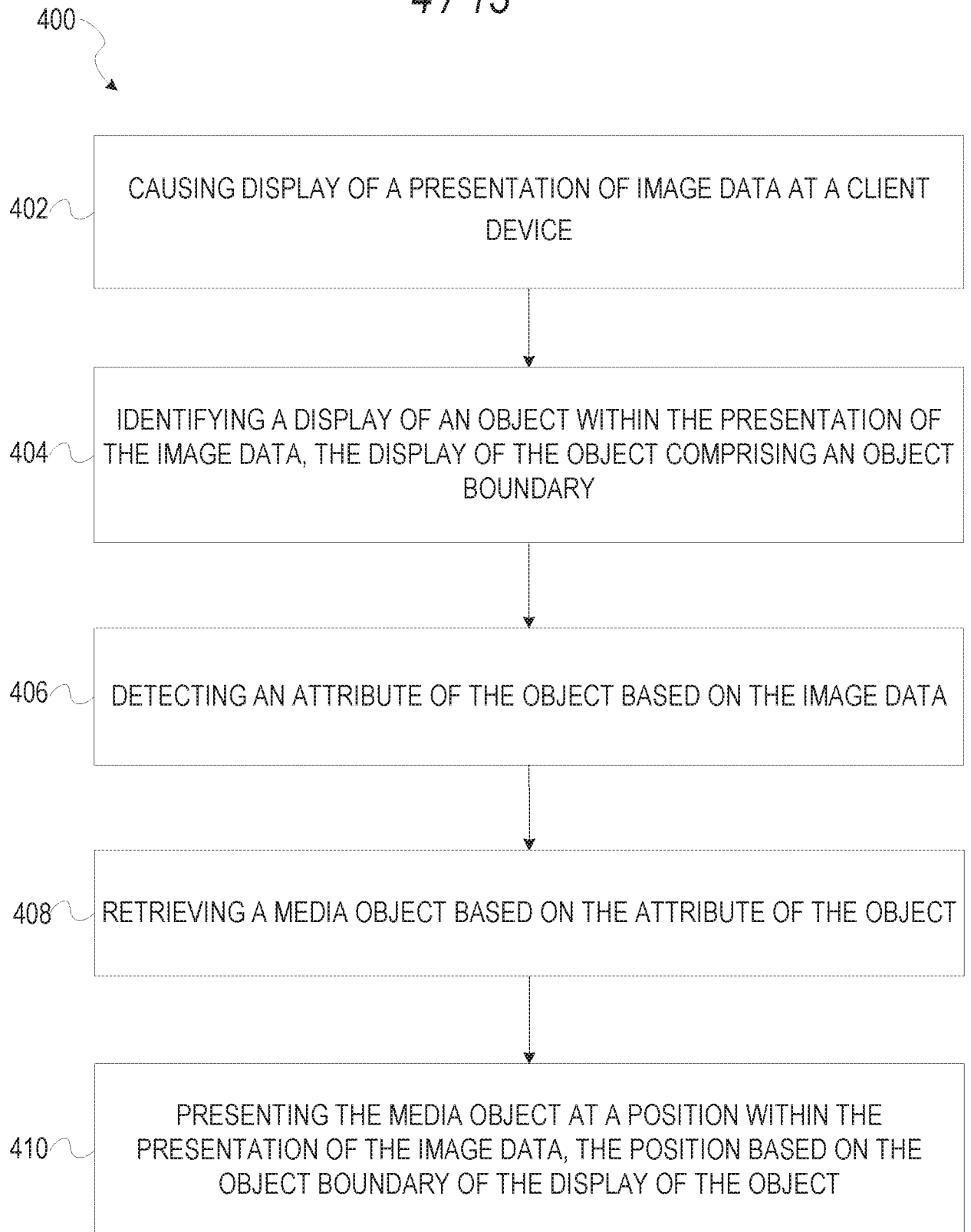


FIG. 4

5 / 13

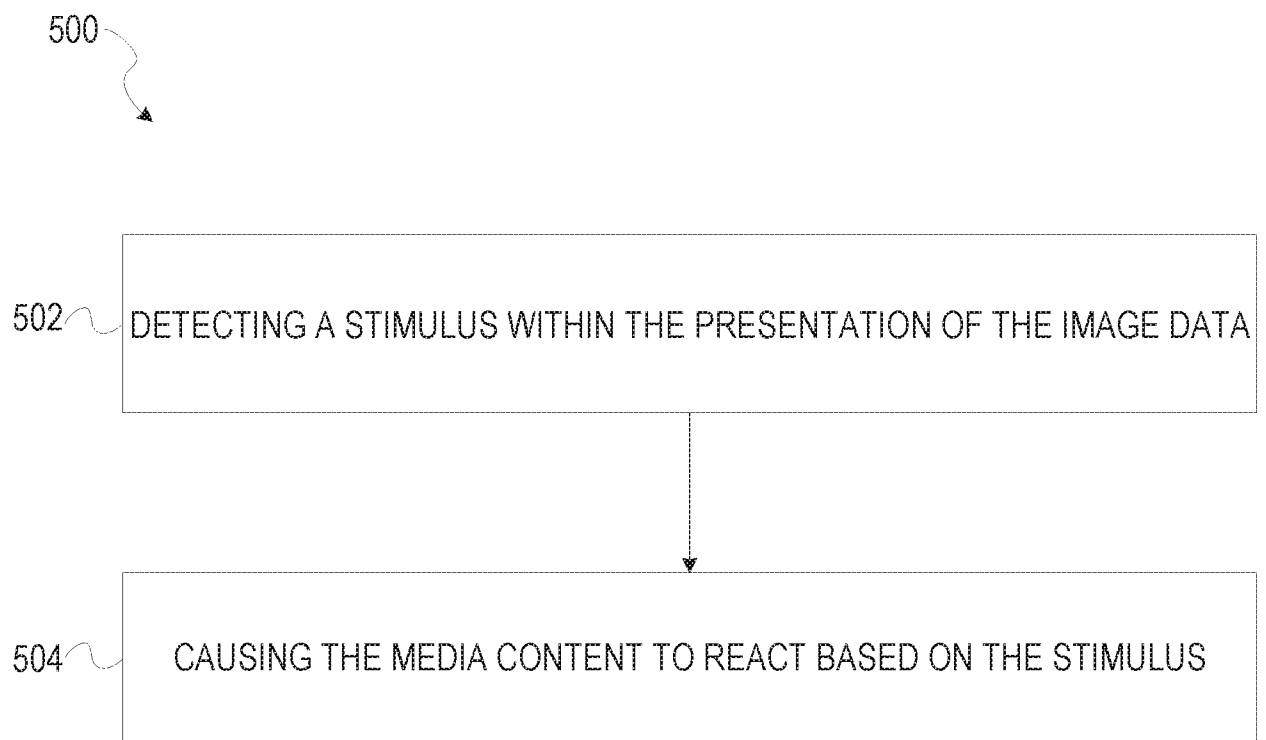


FIG. 5

6/13

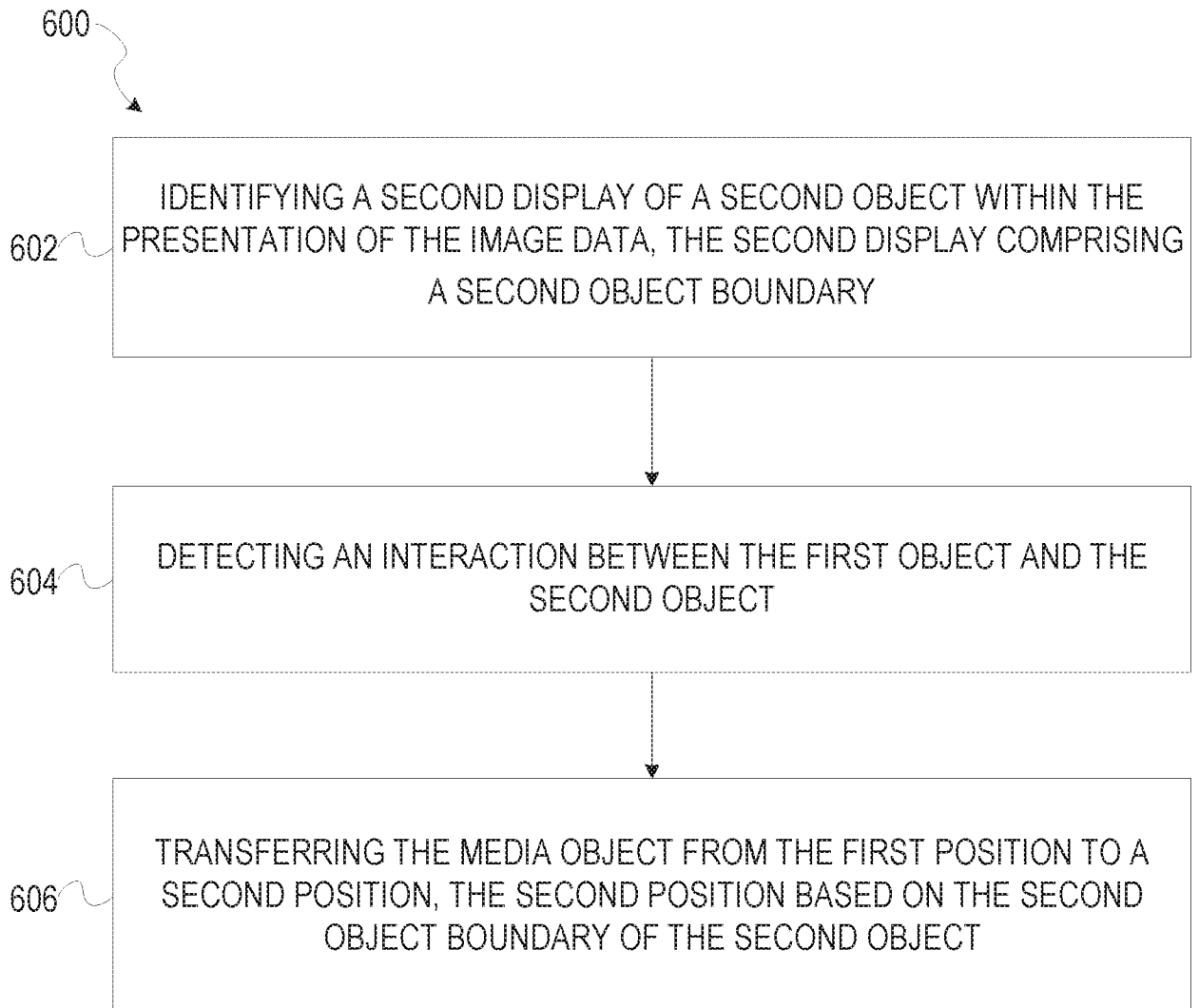


FIG. 6

7 / 13

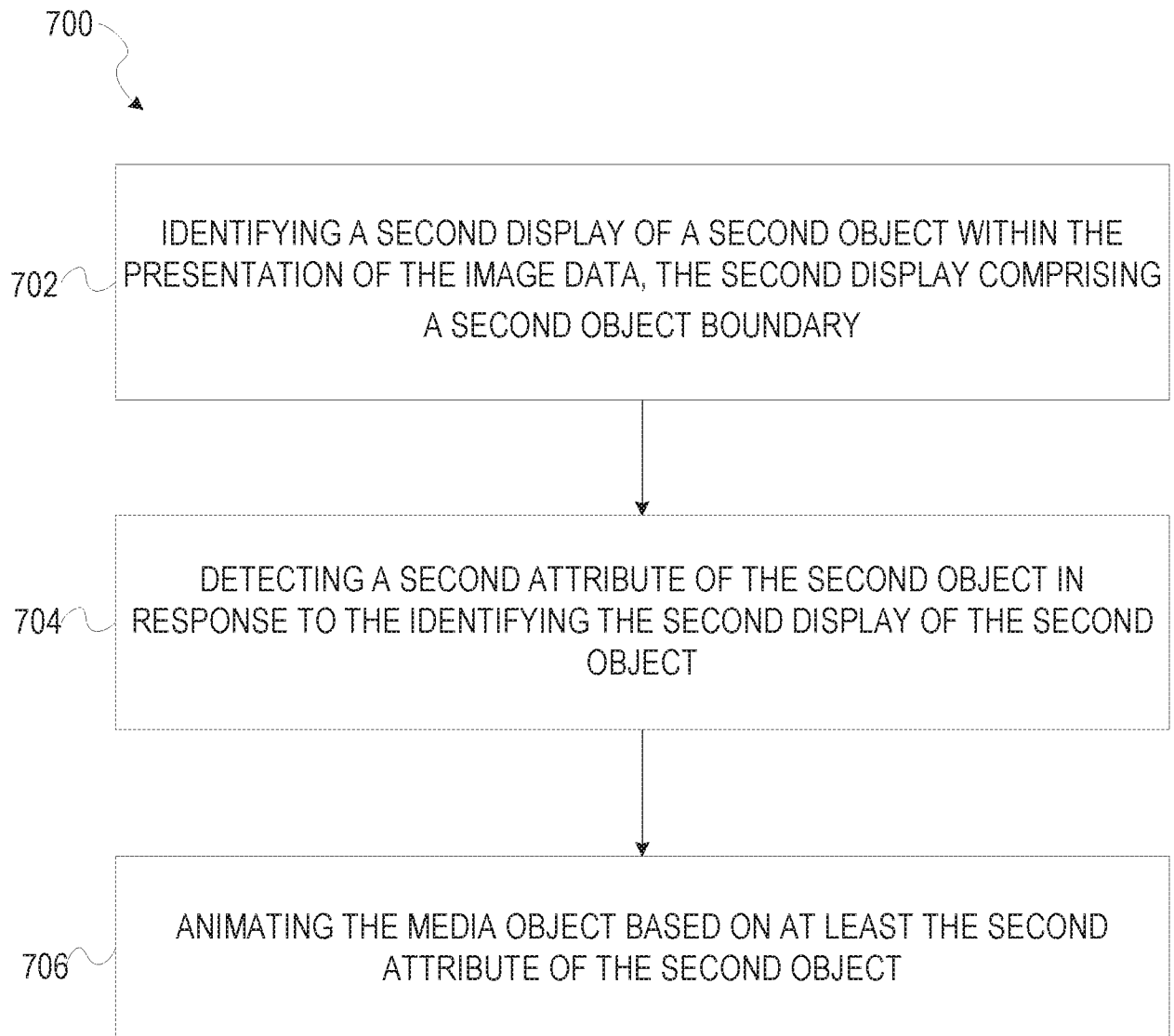


FIG. 7

8 / 13

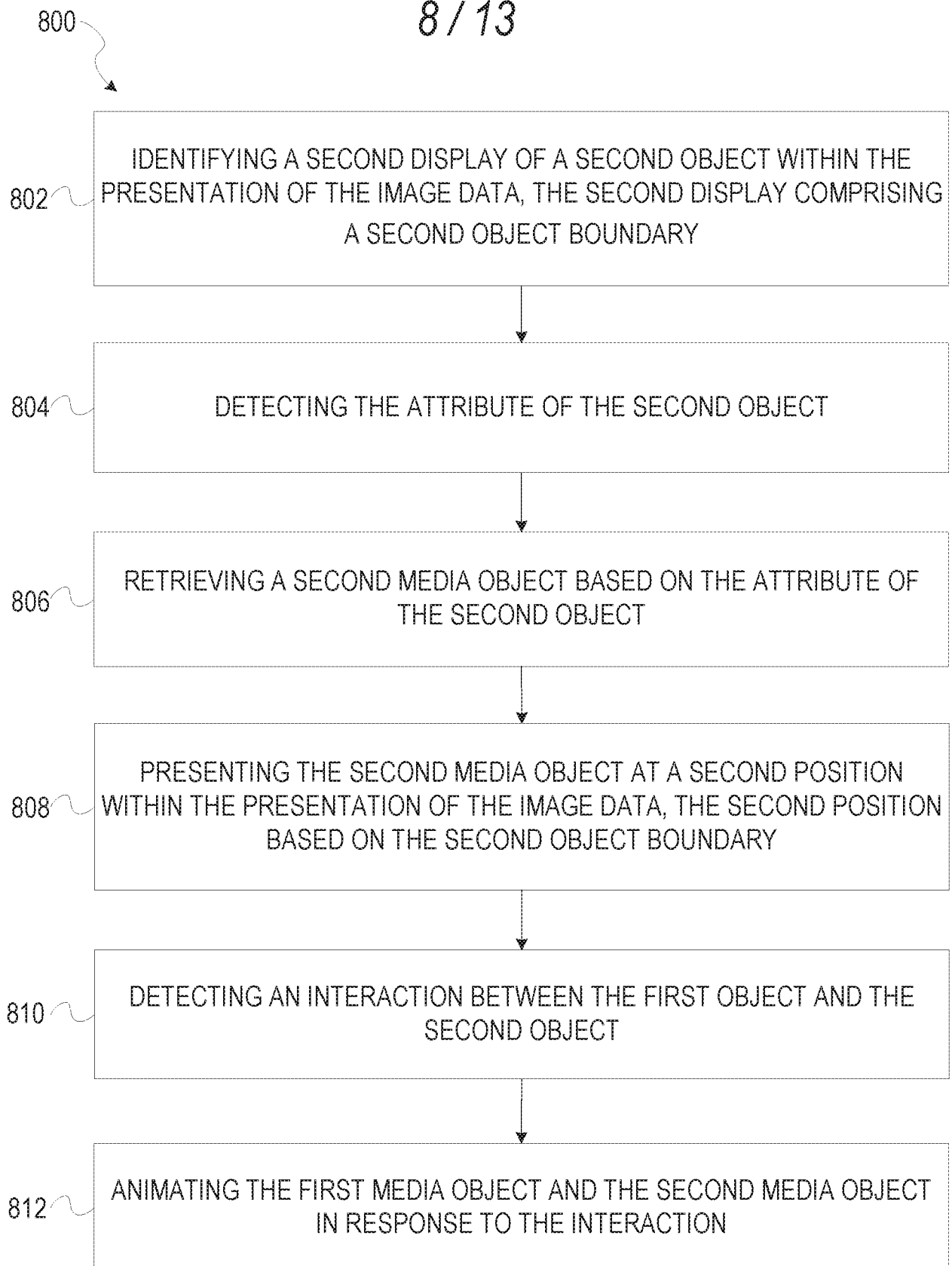


FIG. 8

9/13

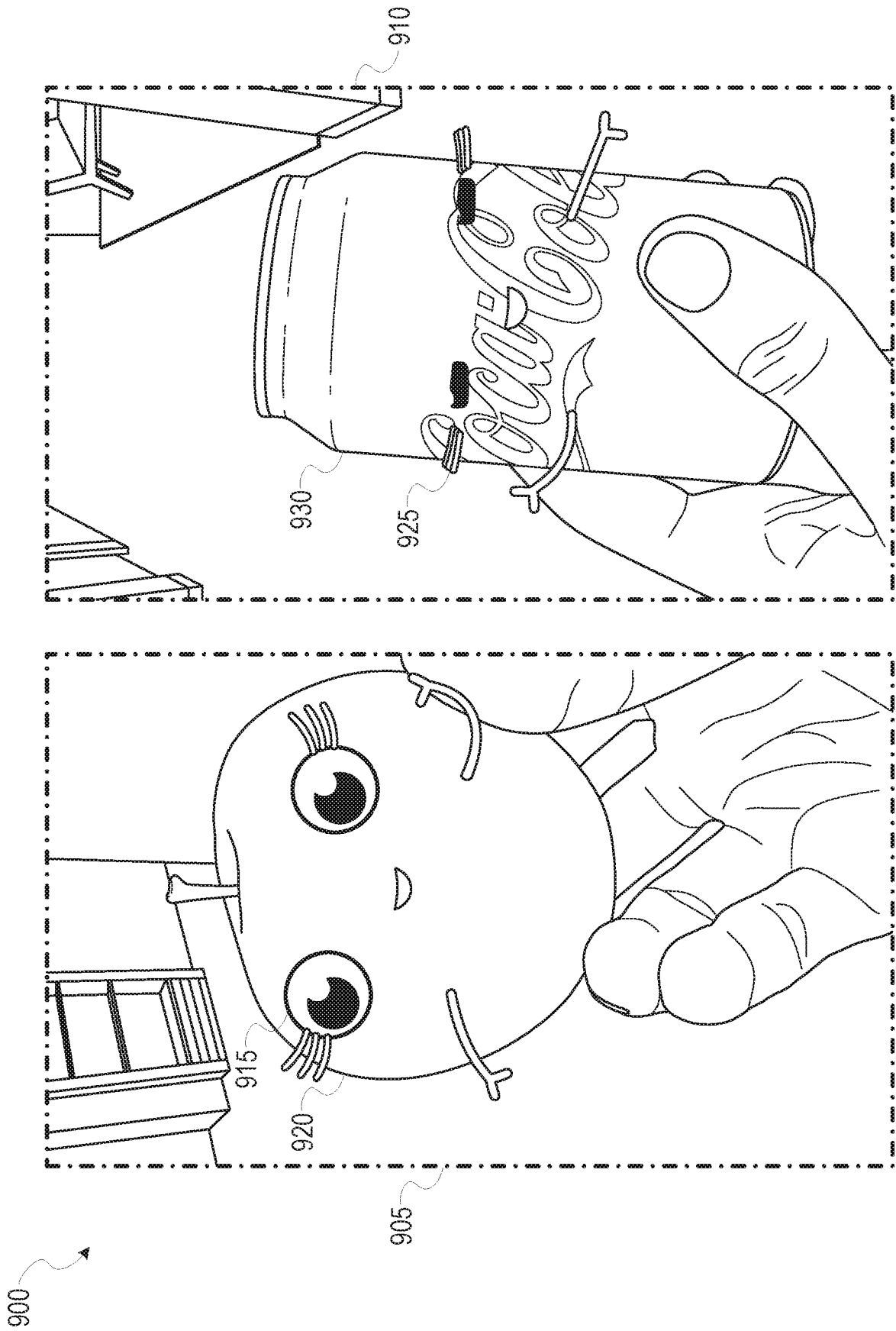


FIG. 9

10/13

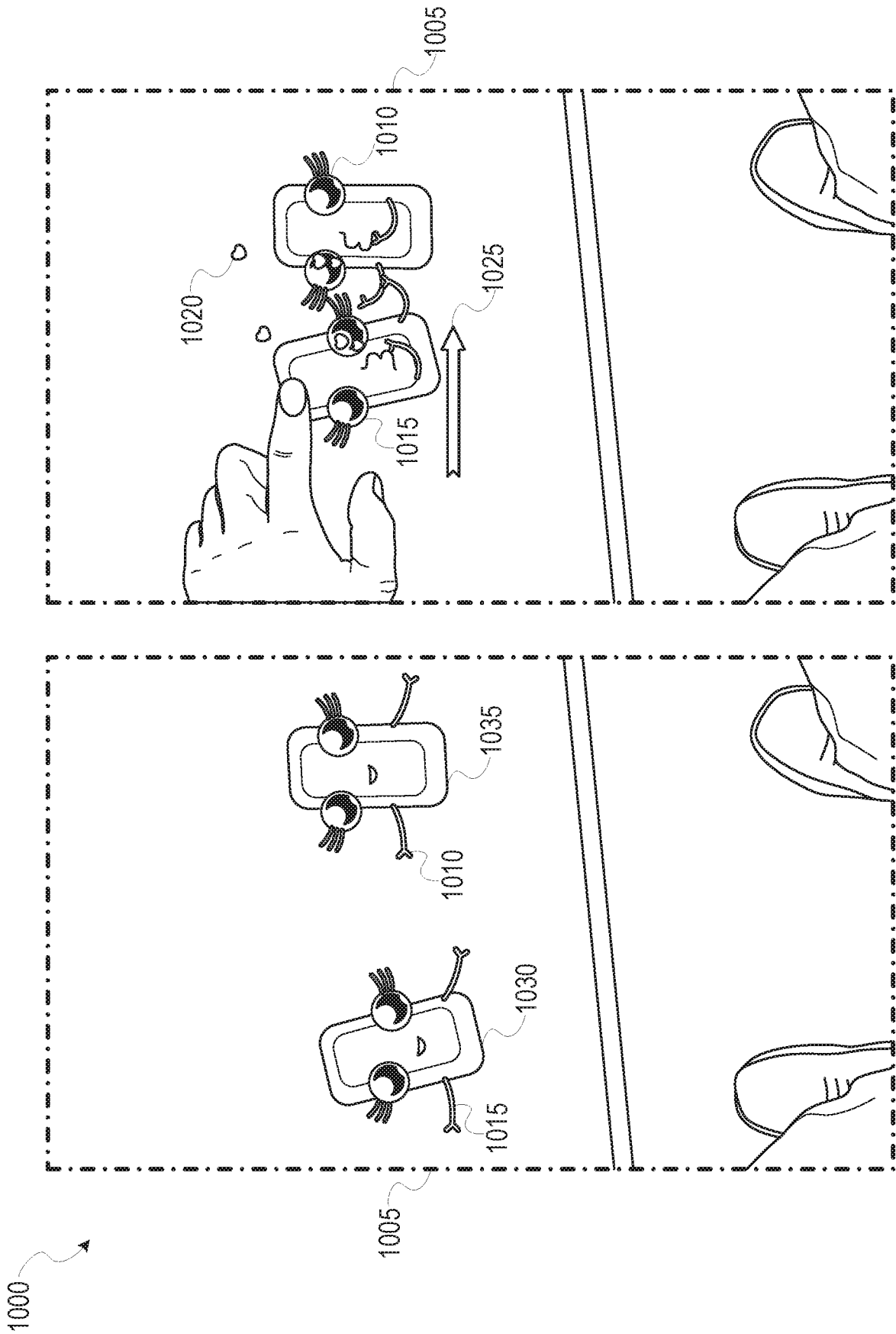


FIG. 10

11 / 13

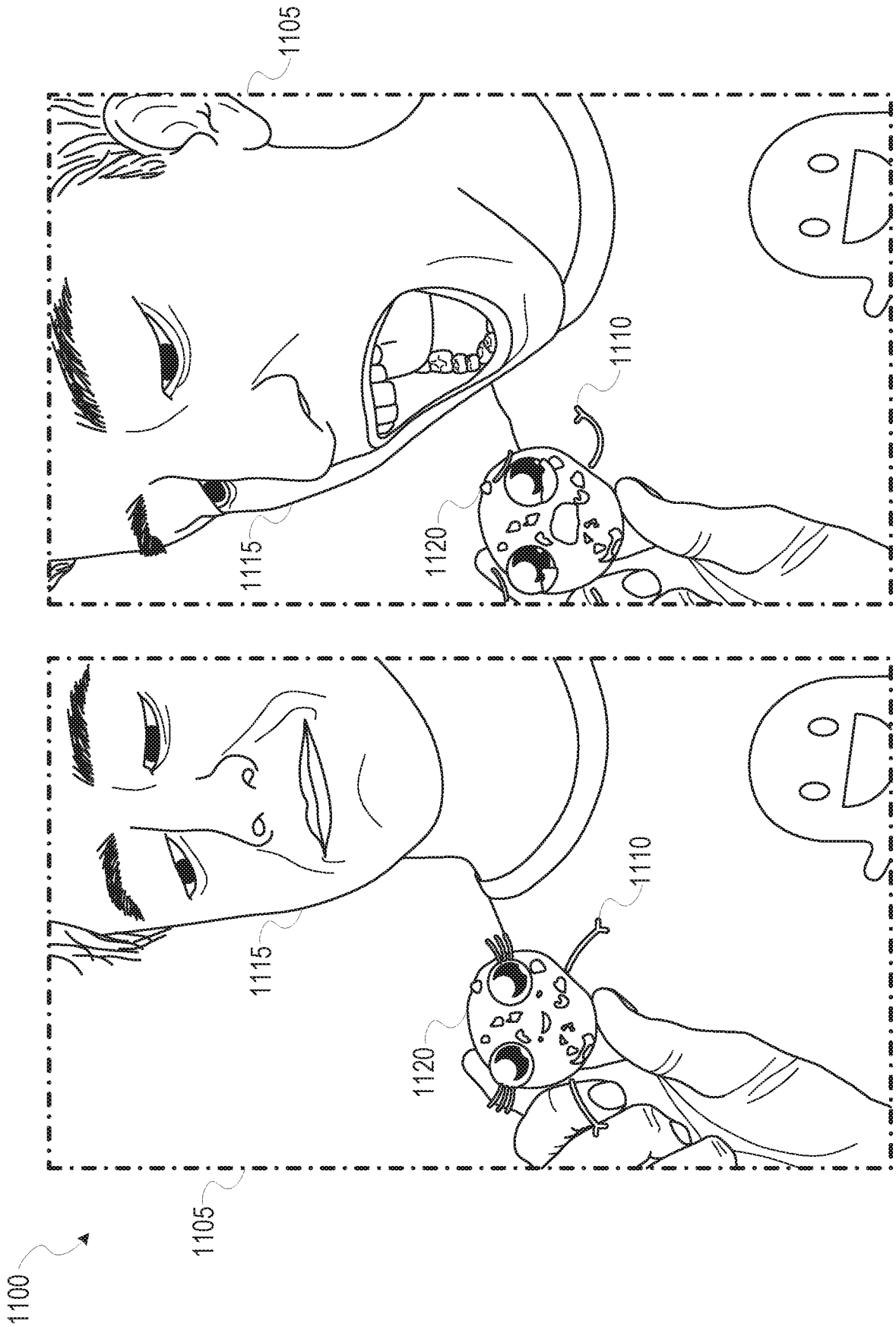


FIG. 11

12 / 13

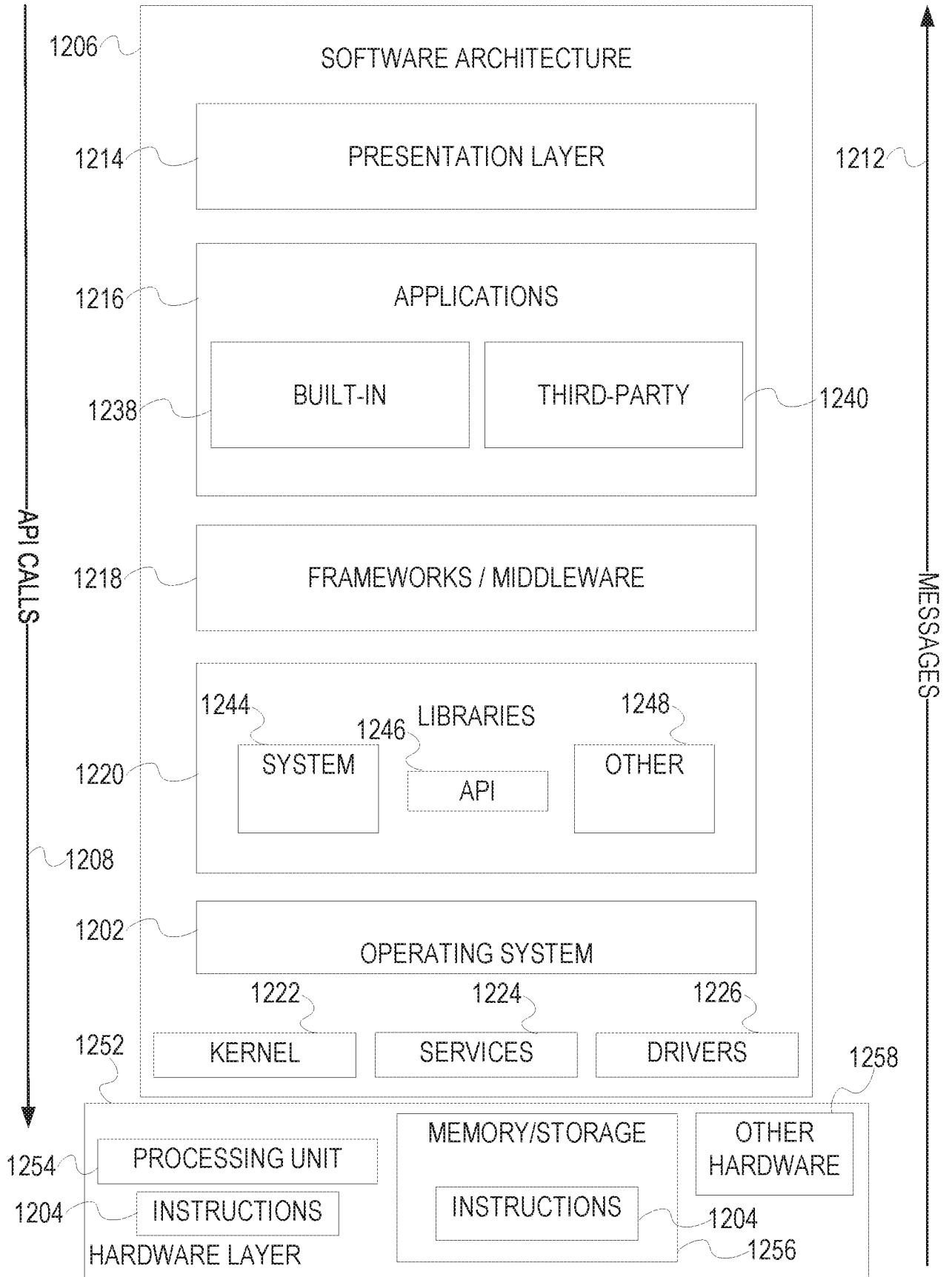


FIG. 12

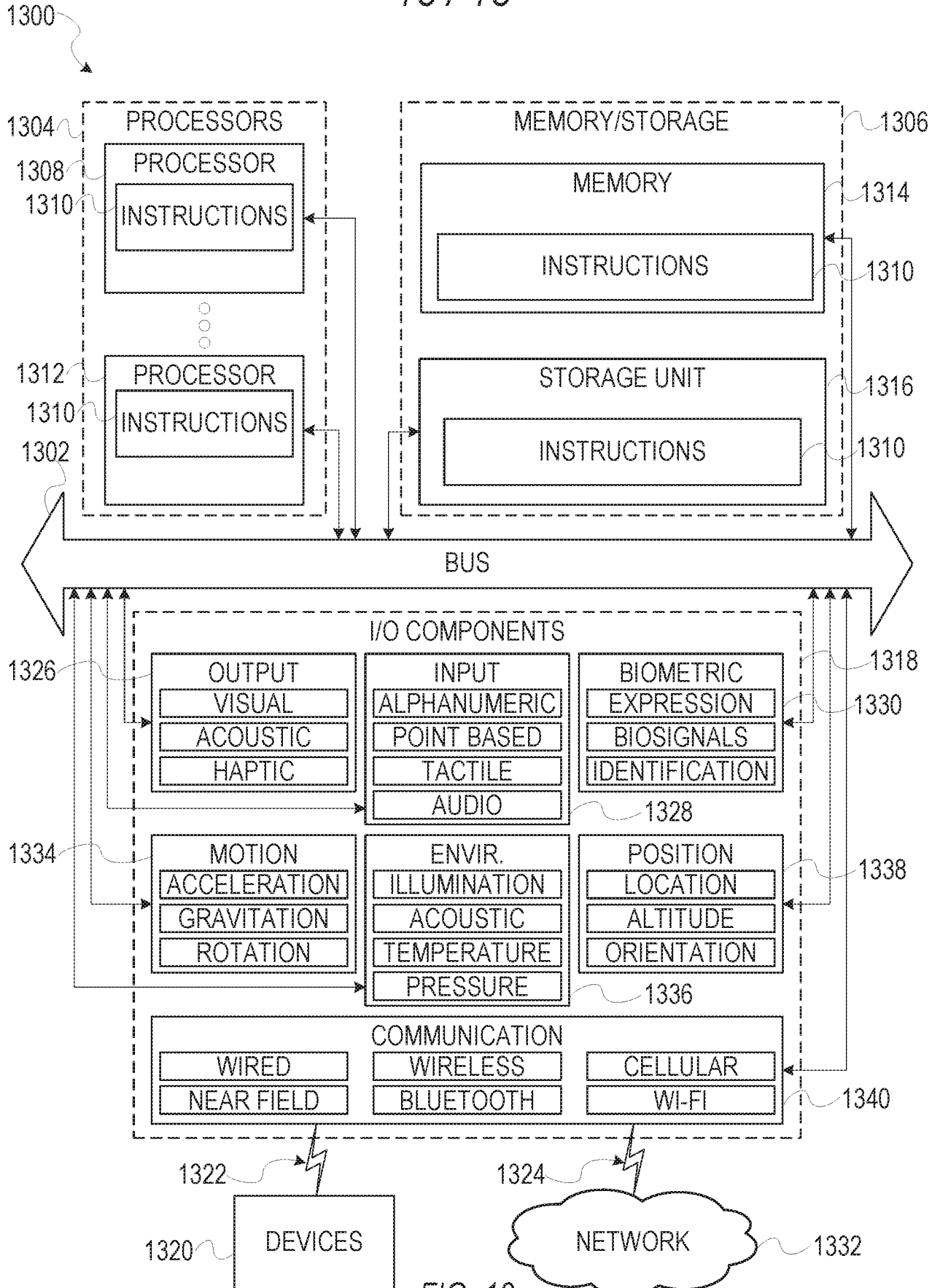


FIG. 13

**A. CLASSIFICATION OF SUBJECT MATTER****G06T 19/00(2011.01)i, G06T 7/13(2017.01)i, G06T 13/20(2011.01)i, G06T 7/70(2017.01)i, G06T 19/20(2011.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06T 19/00; G06T 11/00; G06T 11/60; G06T 15/00; G06T 7/11; G06T 7/50; G06T 7/13; G06T 13/20; G06T 7/70; G06T 19/20

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: AR (augmented reality), image data, object boundary, attribute, media object, shape, stimulus, animate

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2015-0294503 A1 (BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD.) 15 October 2015 See paragraphs [0052], [0067]-[0068]; claims 5, 7; and figure 2.	1-20
Y	US 2017-0308272 A1 (EMPIRE TECHNOLOGY DEVELOPMENT LLC) 26 October 2017 See paragraph [0014]; claims 22-23; and figure 1.	1-20
Y	KR 10-2018-0087918 A (TECHMOA, INC.) 03 August 2018 See paragraphs [0005]-[0006]; and figure 2.	7, 14
A	US 2016-0086384 A1 (HERE GLOBAL B.V.) 24 March 2016 See paragraphs [0087]-[0088].	1-20
A	US 2010-0315418 A1 (WOON TACK WOO) 16 December 2010 See paragraphs [0071]-[0074].	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

\* Special categories of cited documents:

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"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&amp;" document member of the same patent family

Date of the actual completion of the international search

12 December 2019 (12.12.2019)

Date of mailing of the international search report

**13 December 2019 (13.12.2019)**

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2019/048817**

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