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(54) Title: SYSTEMS AND METHODS FOR IMPLEMENTING RETAIL PROCESSES BASED ON MACHINE-READABLE IMAGES AND USER GESTURES

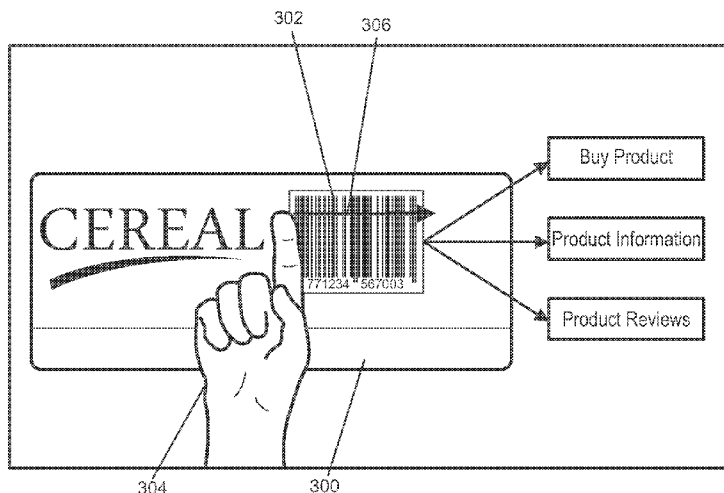


FIG. 3

(57) Abstract: Systems and methods for implementing retail processes based on machine-readable images and user gestures are disclosed. According to an aspect, a method includes capturing one or more images including a machine-readable image and a user hand gesture. The method also includes identifying the machine-readable image as being associated with a product. Further, the method includes determining whether the user hand gesture interacts with the machine-readable image in accordance with a predetermined gesture. The method also includes implementing a predetermined retail process in association with the product in response to determining that the user hand gesture interacts with the machine-readable image in accordance with the predetermined gesture.

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