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(54) **RENDERING A DIGITAL ELEMENT**

(71) Applicant: **Ripple Inc**, San Francisco, CA (US)

(72) Inventors: **Ray Beau Lotto**, Oxford (GB); **Peter Baumann**, San Francisco, CA (US); **Jim Pitkow**, San Francisco, CA (US); **Isabel Behncke**, Oxford (GB); **Stuart James Anthony Youngs**, London (GB); **Luna Cardilli**, Falconara Marittima (IT); **Richard Charles Clarke**, Colchester (GB); **Anna-Louise Starkey**, London (GB)

(73) Assignee: **Ripple Inc**, San Francisco, CA (US)

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G06Q 50/00 (2012.01)
H04W 4/02 (2009.01)
G06T 11/00 (2006.01)
G06F 3/01 (2006.01)

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CPC **G06T 19/006** (2013.01); **G06F 3/011** (2013.01); **G06Q 30/0207** (2013.01); **G06Q 30/0241** (2013.01); **G06Q 50/01** (2013.01); **G06T 11/00** (2013.01); **H04W 4/02** (2013.01); **H04N 2201/3256** (2013.01)

(58) **Field of Classification Search**

None

See application file for complete search history.

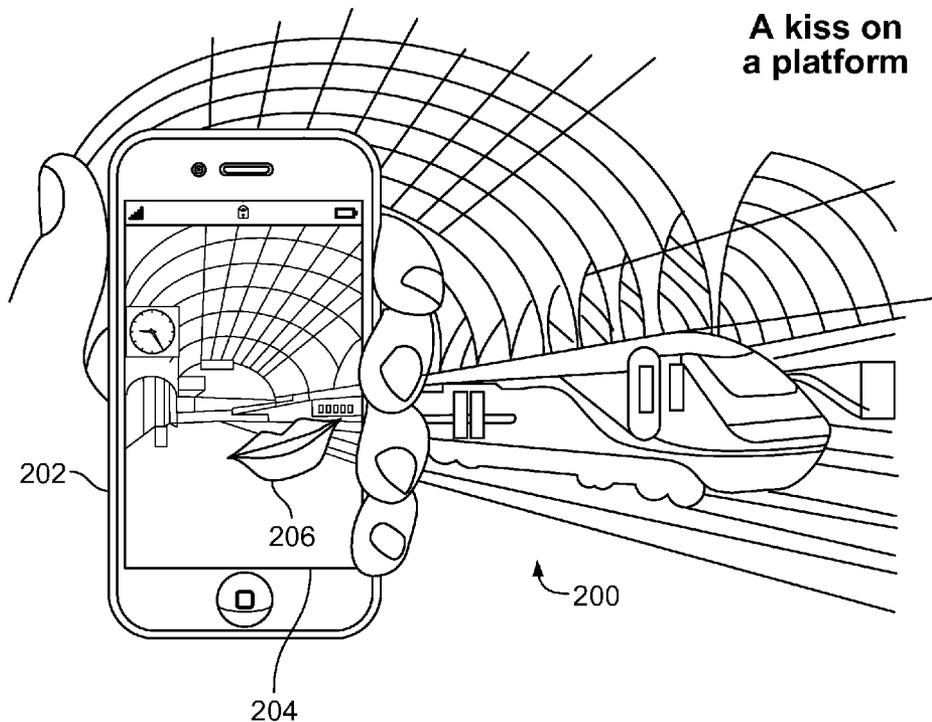
Primary Examiner — Phi Hoang

(74) *Attorney, Agent, or Firm* — Van Pelt, Yi & James LLP

(57) **ABSTRACT**

Rendering a digital element is disclosed. An indication that a device is within a region associated with the digital element is received. It is determined that the digital element is to be rendered. A representation of the digital element is generated in a rendered view of the region. The digital element is provided upon receiving an indication that the digital element has been selected.

25 Claims, 14 Drawing Sheets



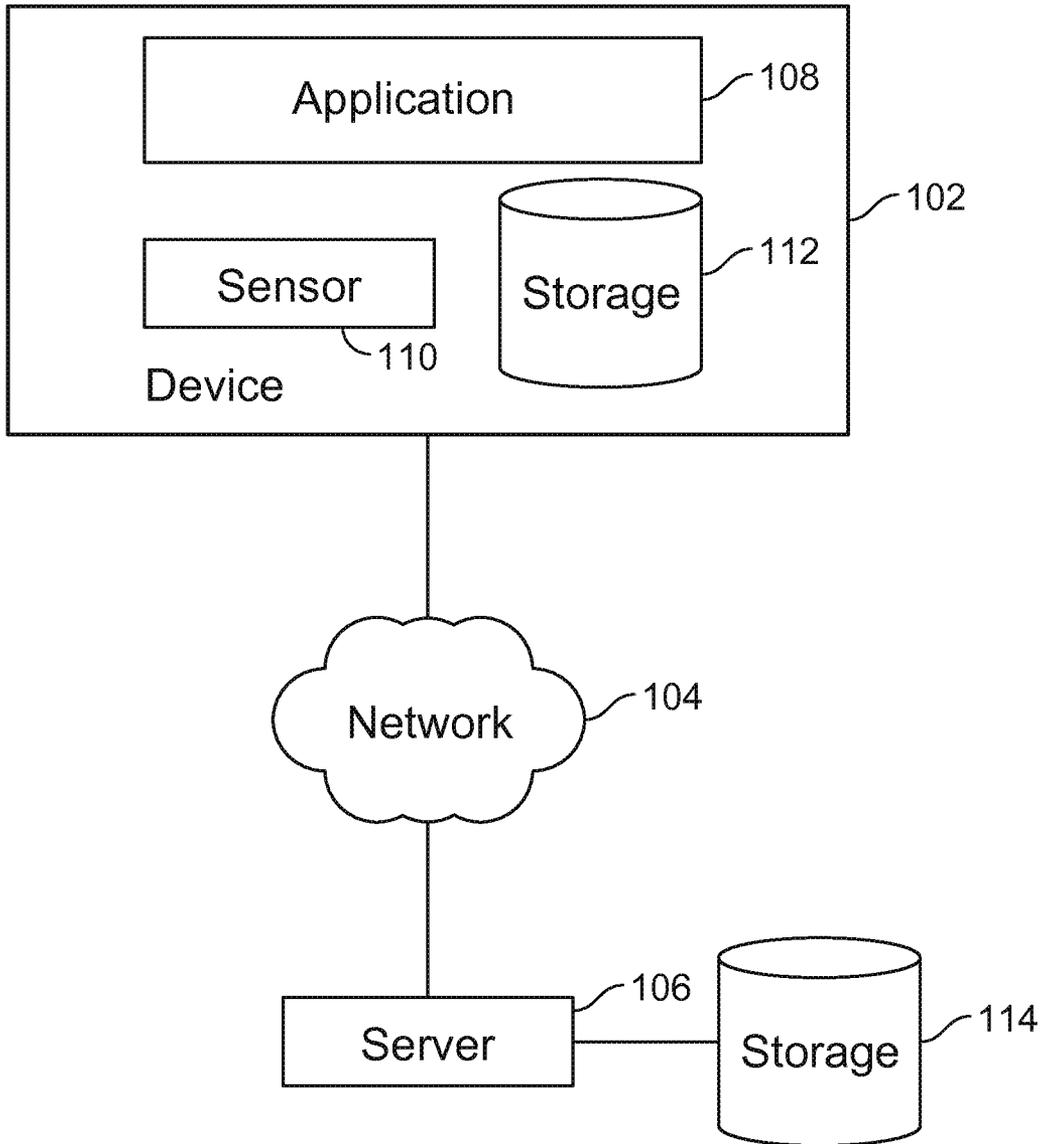


FIG. 1

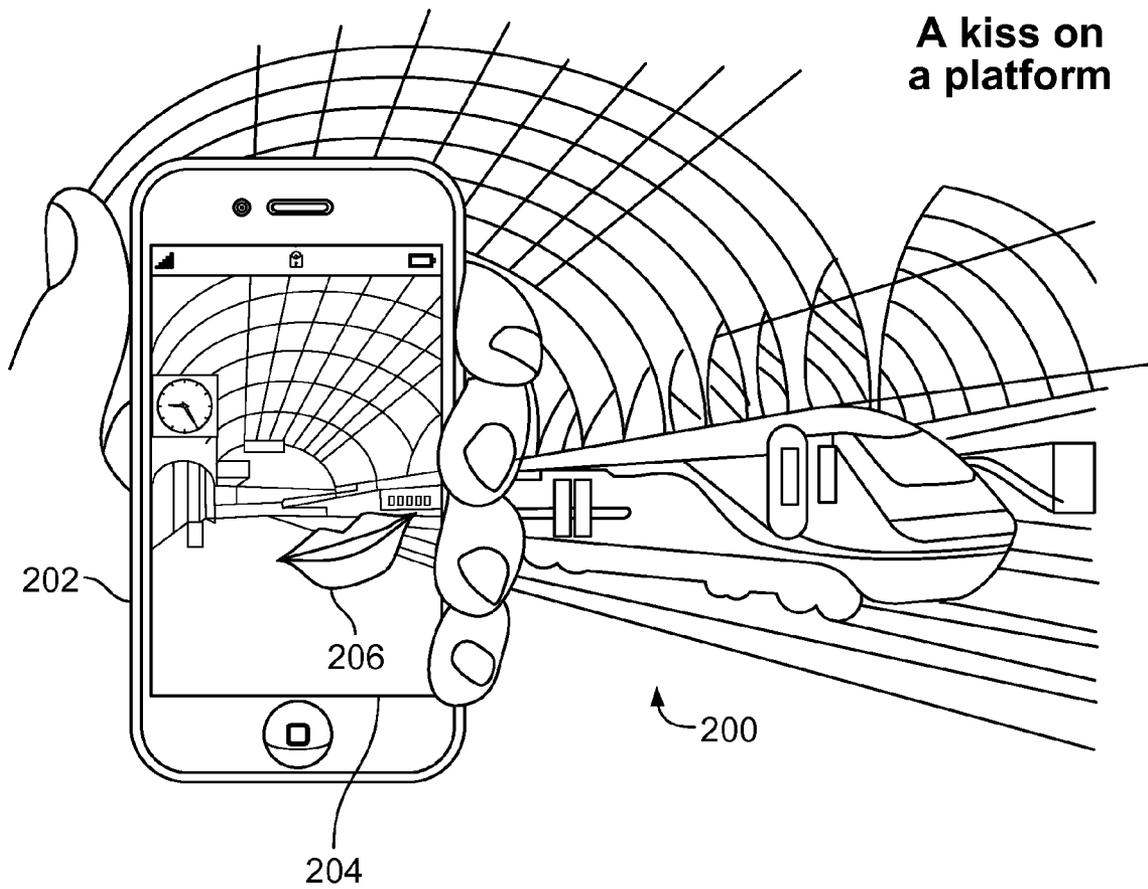


FIG. 2

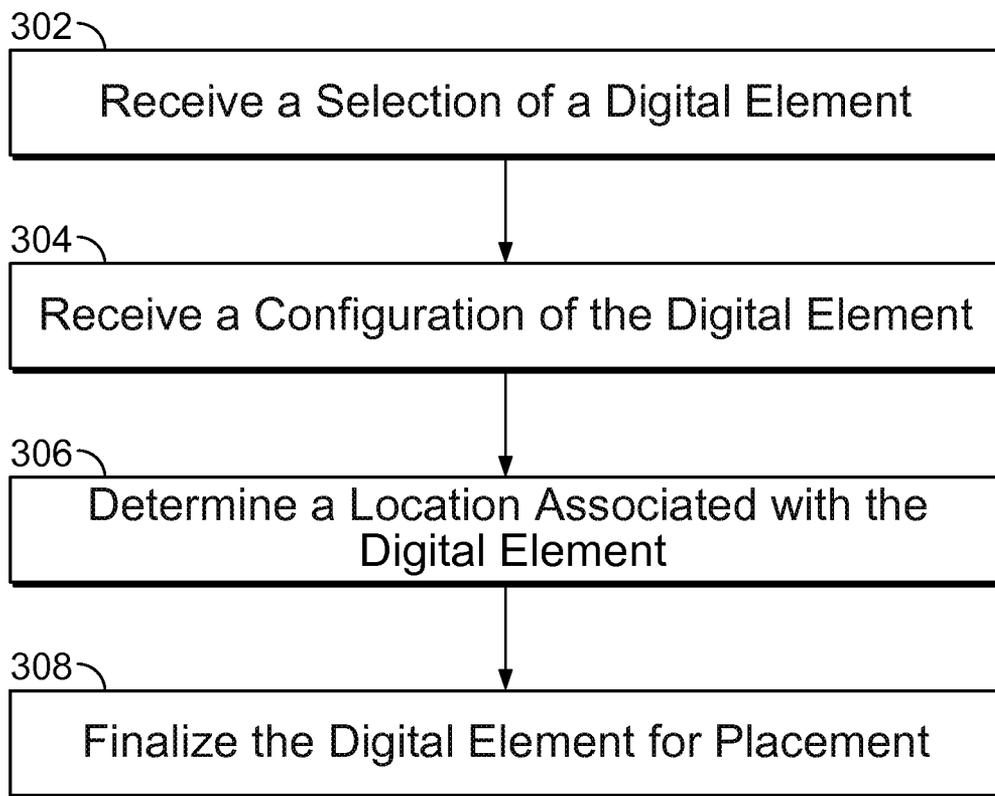


FIG. 3

Leaving a trace

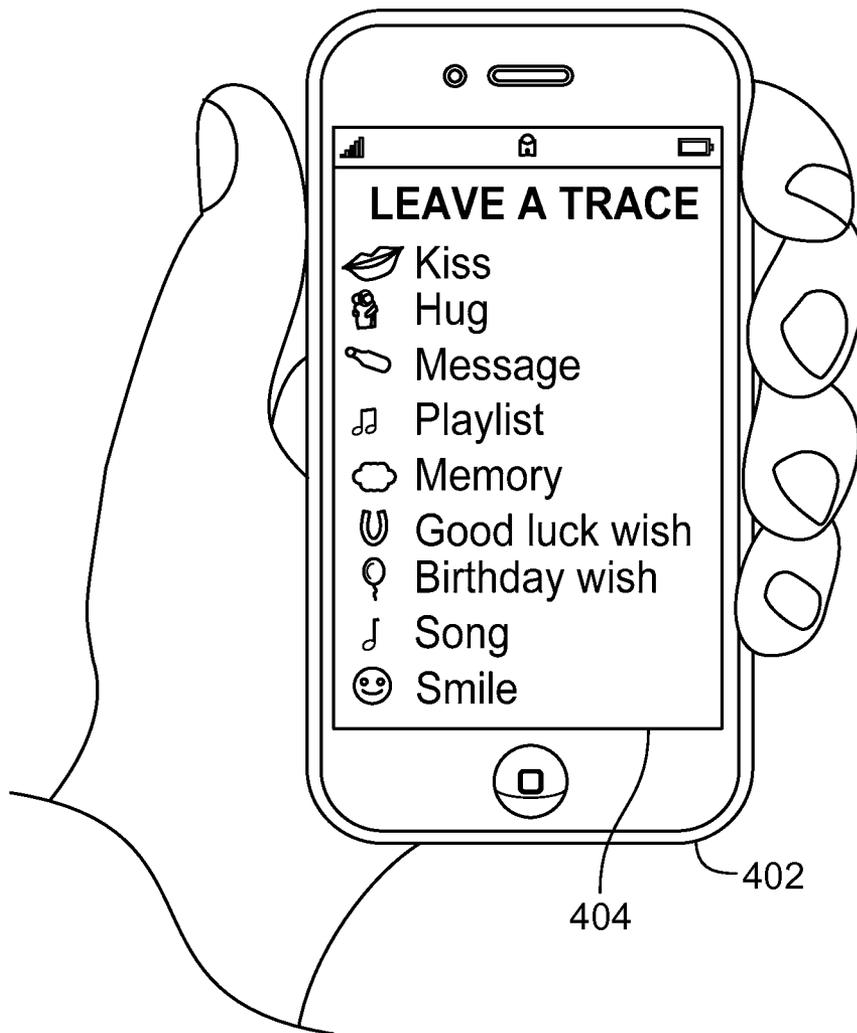


FIG. 4A

Leaving a trace

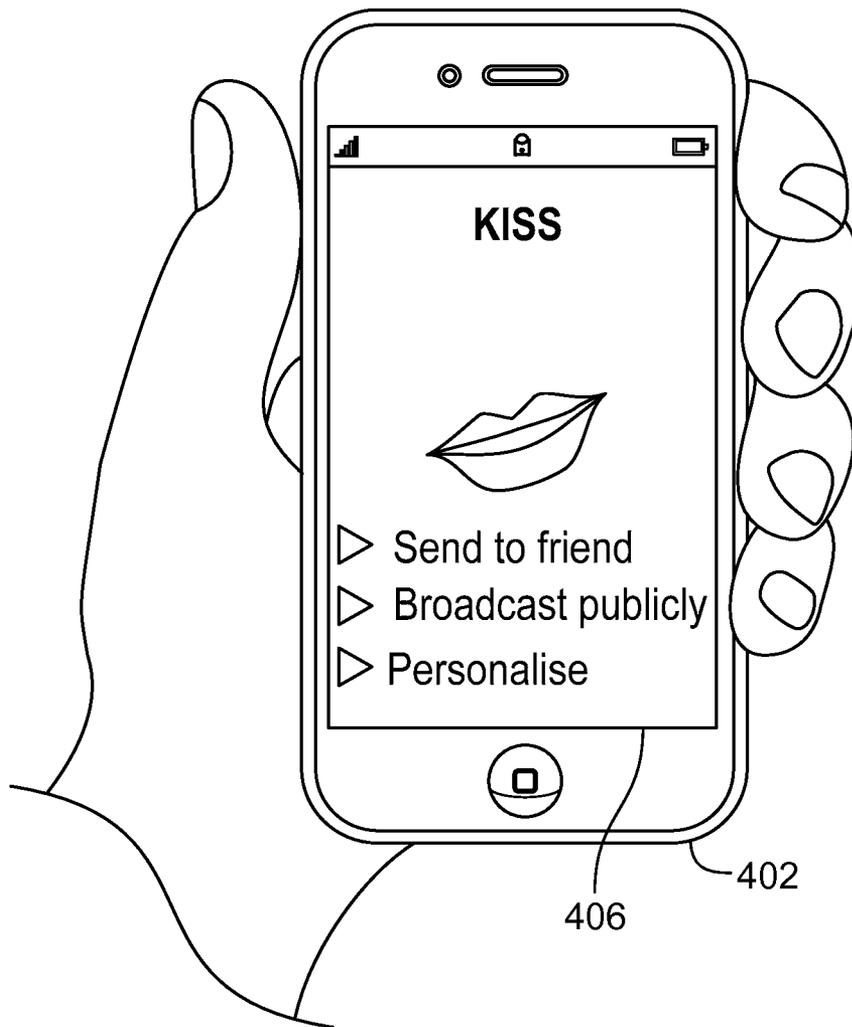


FIG. 4B

Leaving a trace

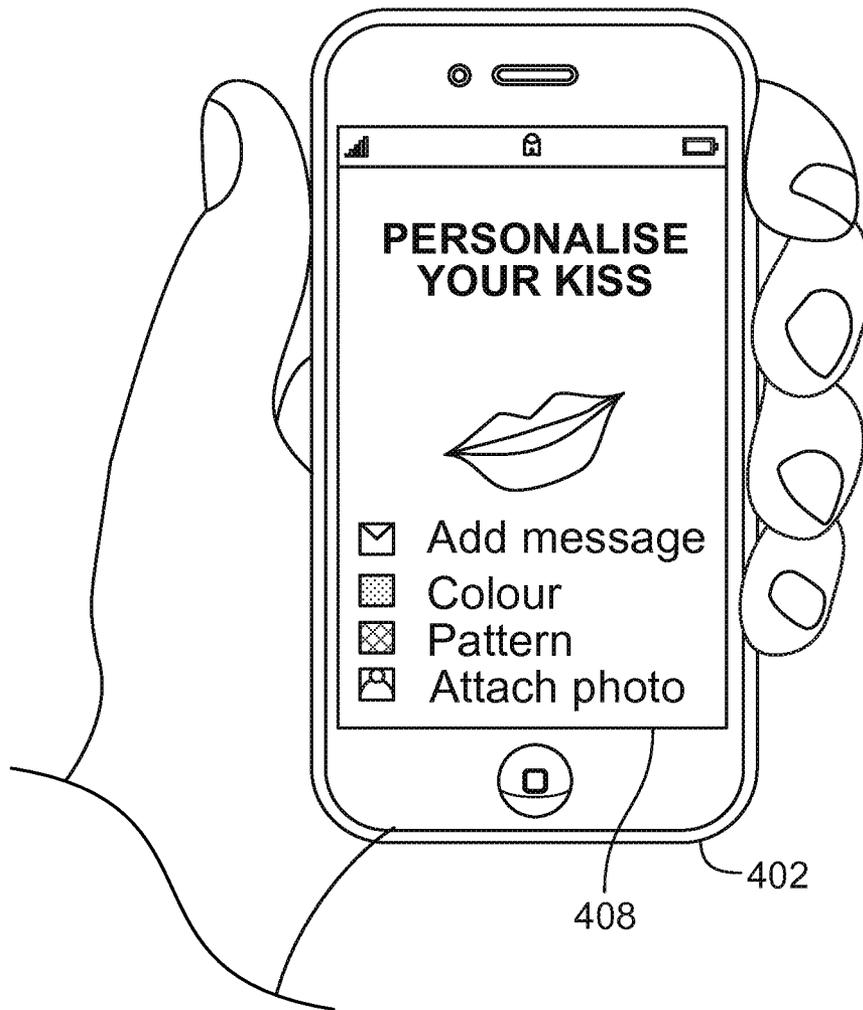


FIG. 4C

Leaving a trace

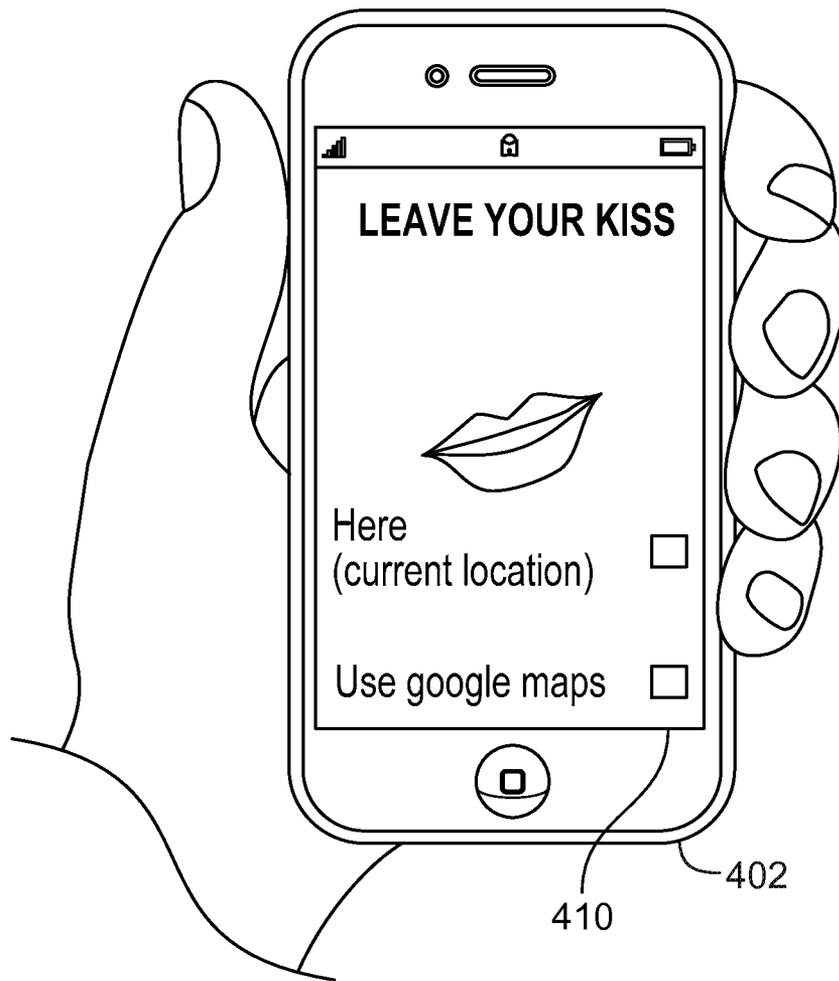


FIG. 4D

Leaving a trace

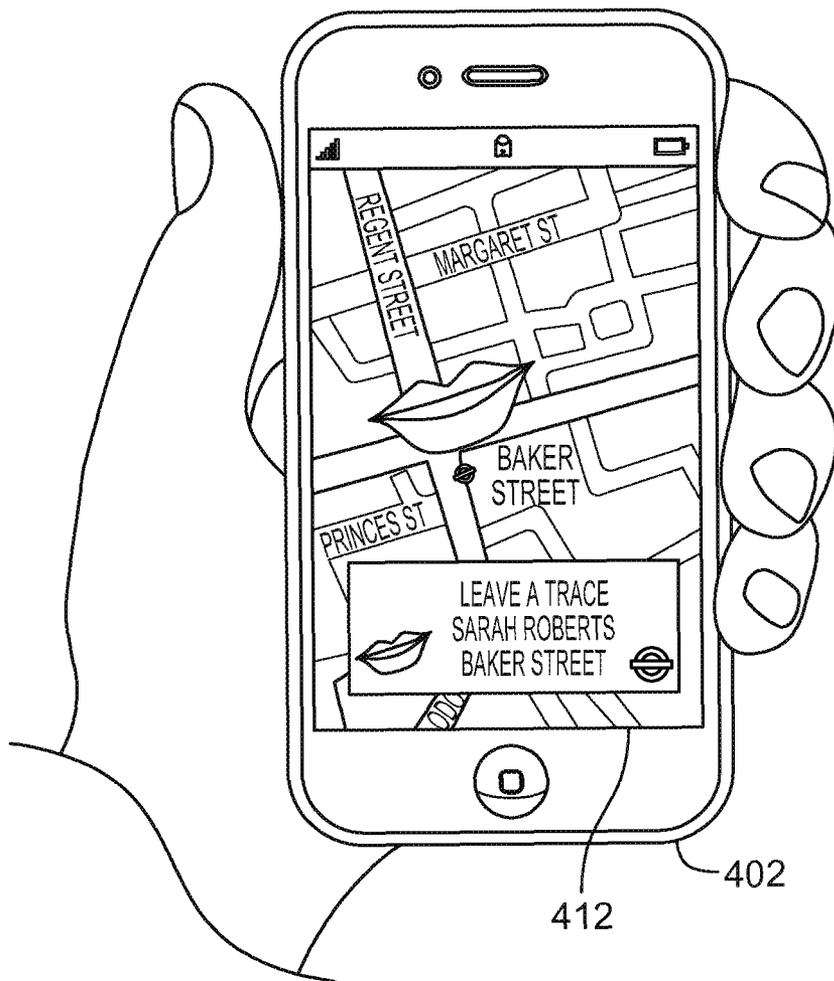


FIG. 4E

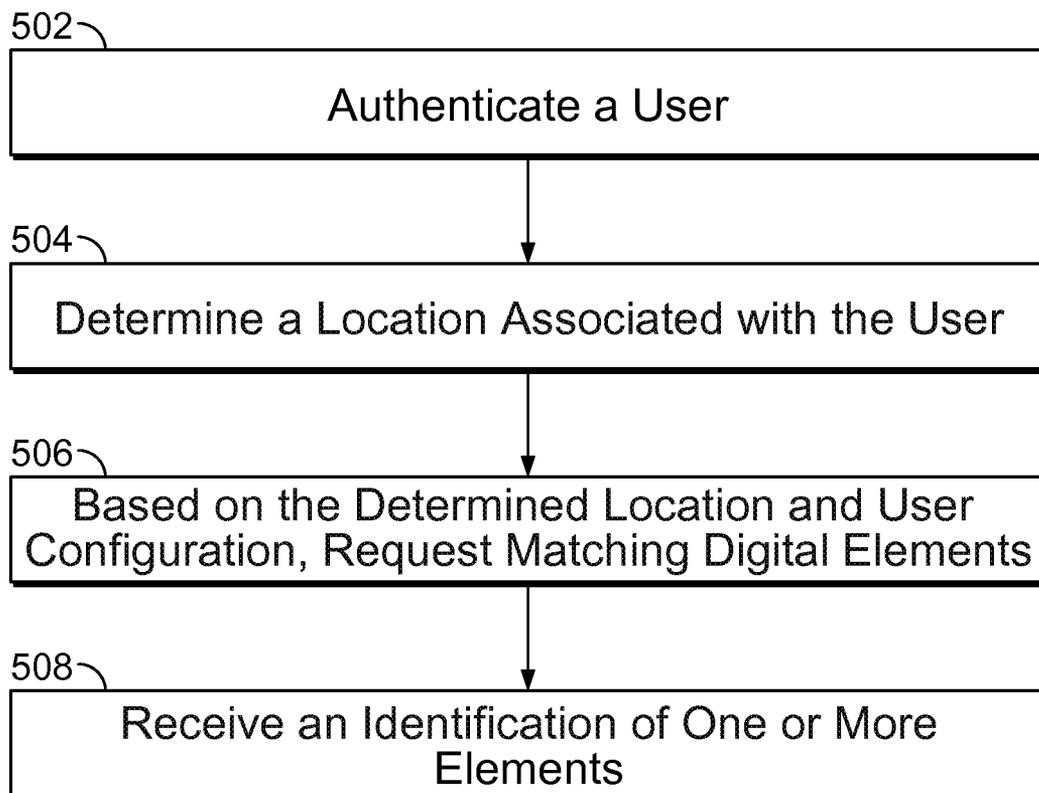


FIG. 5

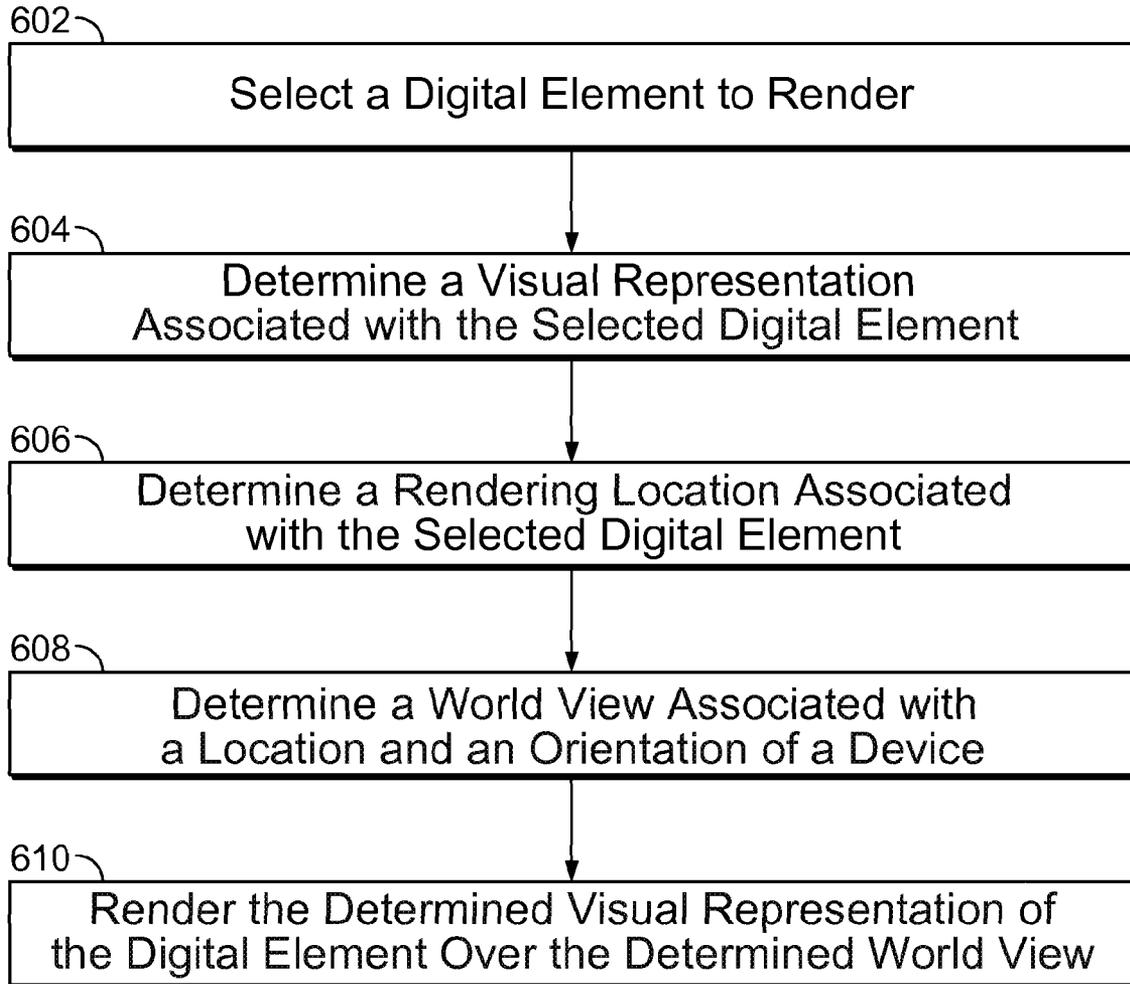


FIG. 6

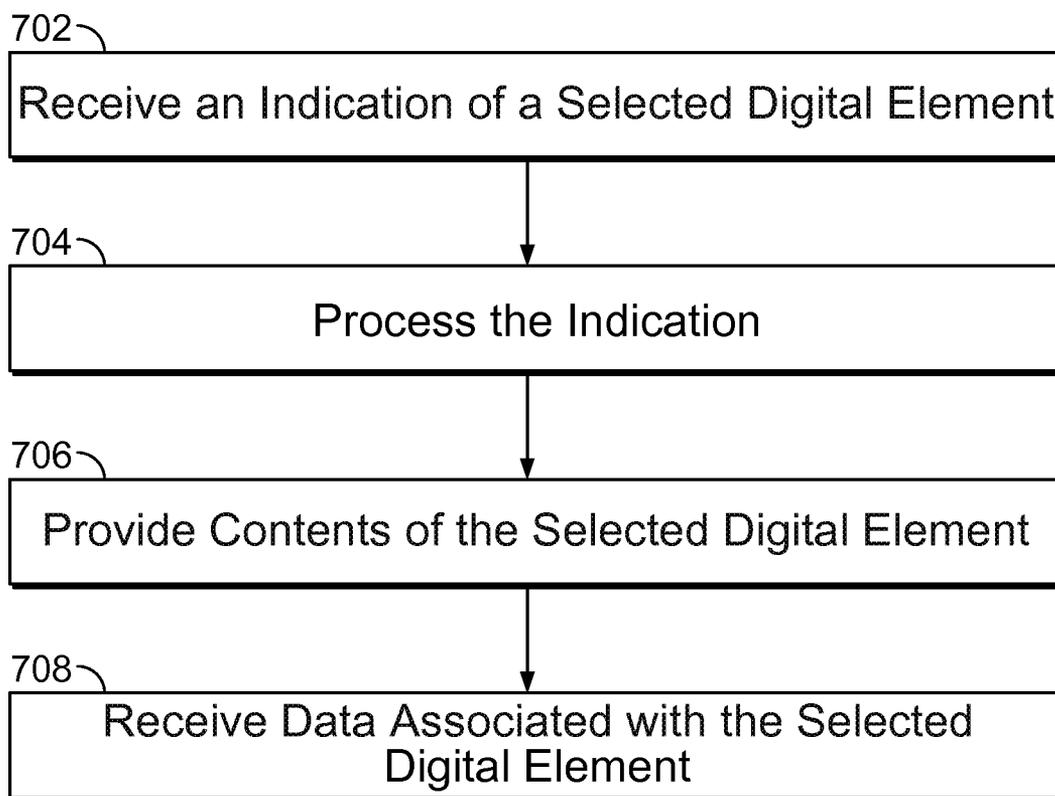


FIG. 7

Finding a trace by alert

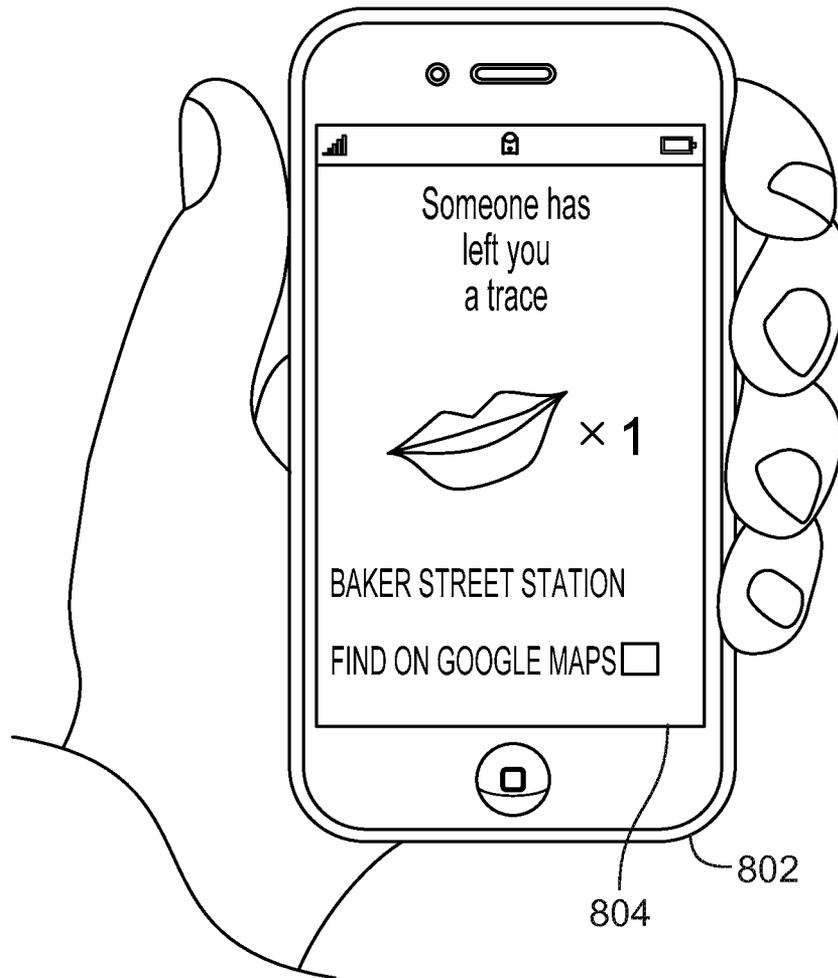


FIG. 8A

Finding a trace by alert

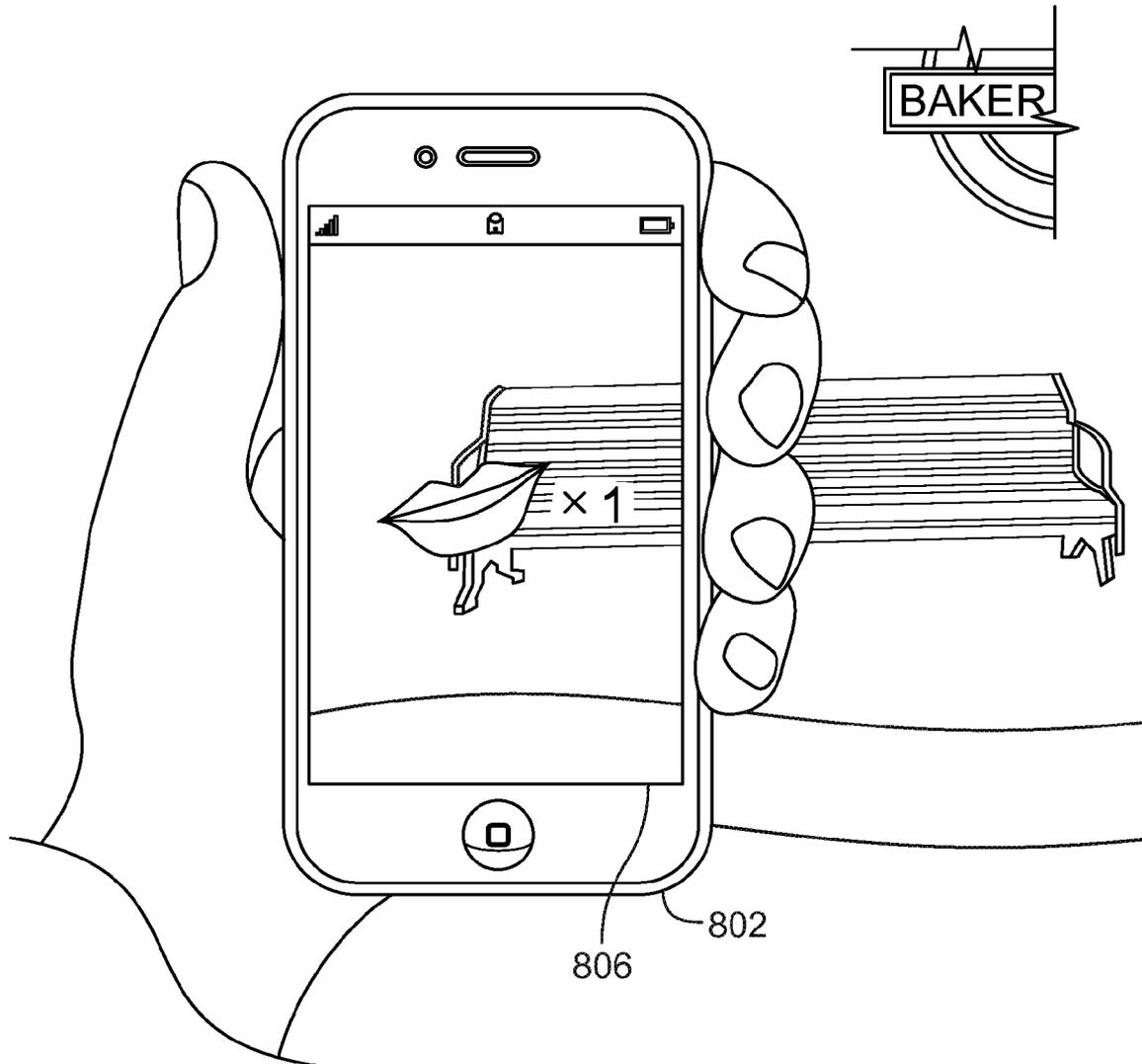


FIG. 8B

Finding a trace by Alert

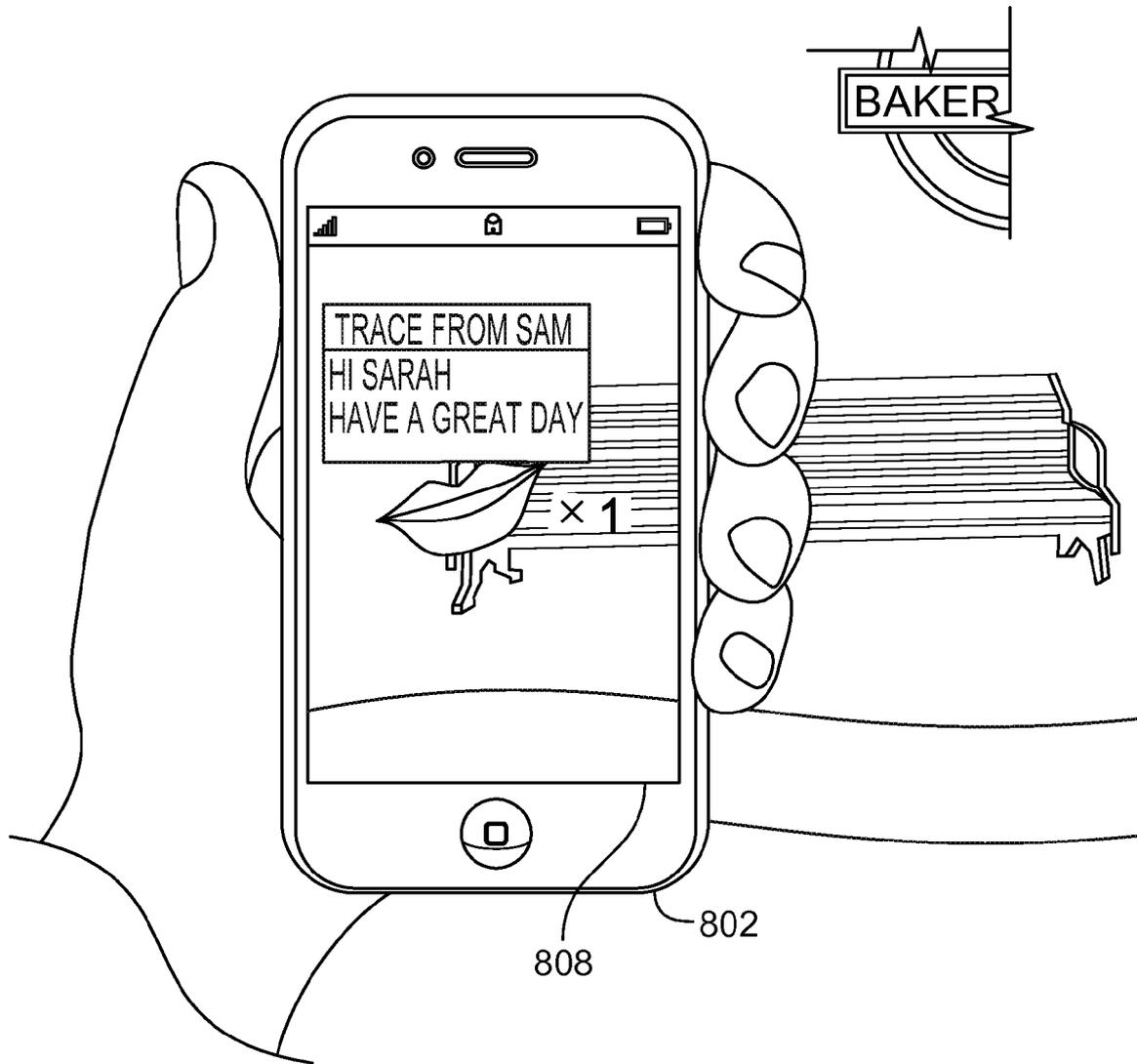


FIG. 8C

RENDERING A DIGITAL ELEMENT**CROSS REFERENCE TO OTHER APPLICATIONS**

This application is a continuation of co-pending U.S. patent application Ser. No. 13/723,042, entitled RENDERING A DIGITAL ELEMENT filed Dec. 20, 2012 which is incorporated herein by reference for all purposes, which claims priority to U.S. Provisional Application No. 61/723,208, entitled AUGMENTED REALITY TRACES filed Nov. 6, 2012 which is incorporated herein by reference for all purposes.

BACKGROUND OF THE INVENTION

The proliferation of digital activity and record keeping, both social and non-social, has drastically increased one's reliance on mobile devices to manage social interaction and personal record keeping. For example, it is common for a user to manage appointments, photos, personal records, and multiple forms of communication from a single smartphone device. As new features are added to mobile devices, new digital interaction patterns are developed. For example, improvements in location positioning technologies have led to the development of route guidance and location-based searching capabilities on mobile devices. As computing and other features of mobile devices continually improve, new digital interaction and record keeping capabilities can be developed to take advantage of the device capabilities.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments of the invention are disclosed in the following detailed description and the accompanying drawings.

FIG. 1 is a block diagram illustrating an embodiment of a system for rendering a digital element.

FIG. 2 is a diagram illustrating an embodiment of a rendered visual representation of a digital element.

FIG. 3 is a flowchart illustrating an embodiment of a process for placing a digital element.

FIGS. 4A-4E are diagrams illustrating an example user interface used to place a digital element.

FIG. 5 is a flowchart illustrating an embodiment of a process for retrieving a digital element.

FIG. 6 is a flowchart illustrating an embodiment of a process for rendering a digital element.

FIG. 7 is a flowchart illustrating an embodiment of a process for retrieving a rendered digital element.

FIGS. 8A-8C are diagrams illustrating an example user interface used to retrieve a digital element.

DETAILED DESCRIPTION

The invention can be implemented in numerous ways, including as a process; an apparatus; a system; a composition of matter; a computer program product embodied on a computer readable storage medium; and/or a processor, such as a processor configured to execute instructions stored on and/or provided by a memory coupled to the processor. In this specification, these implementations, or any other form that the invention may take, may be referred to as techniques. In general, the order of the steps of disclosed processes may be altered within the scope of the invention. Unless stated otherwise, a component such as a processor or a memory described as being configured to perform a task may be imple-

mented as a general component that is temporarily configured to perform the task at a given time or a specific component that is manufactured to perform the task. As used herein, the term 'processor' refers to one or more devices, circuits, and/or processing cores configured to process data, such as computer program instructions.

A detailed description of one or more embodiments of the invention is provided below along with accompanying figures that illustrate the principles of the invention. The invention is described in connection with such embodiments, but the invention is not limited to any embodiment. The scope of the invention is limited only by the claims and the invention encompasses numerous alternatives, modifications and equivalents. Numerous specific details are set forth in the following description in order to provide a thorough understanding of the invention. These details are provided for the purpose of example and the invention may be practiced according to the claims without some or all of these specific details. For the purpose of clarity, technical material that is known in the technical fields related to the invention has not been described in detail so that the invention is not unnecessarily obscured.

Rendering a digital element associated with a physical region is disclosed. For example, a digital element such as a message, a record, a digital file, or a coupon is placed by a user for a specific geographical location. The digital element may be retrieved by one or more users by visiting the geographical location and using a computing device application to retrieve the digital element. In some embodiments, an augmented reality is displayed using the computing device and a user desiring to retrieve the digital element may view a visual representation of the digital element at the physical location where the digital element was placed. For example, the user may explore a physical location using a mobile device application as a viewer. If any digital element of interest exists in the physical location shown in the viewer, an icon representing the digital element is superimposed on the view of the physical location to create an augmented reality view of the digital element being located at the physical location. In some embodiments, the representation of the digital element is associated with an audio and/or tactile feedback. For example, an audio and/or tactile feedback may be provided via the device to indicate the digital element. If a user desires to obtain the digital element, the user may indicate that the user desires to obtain the digital element shown in the viewer of the mobile device application.

FIG. 1 is a block diagram illustrating an embodiment of a system for rendering a digital element. Device 102 is connected to server 106 via network 104. Device 102 may include one or more of the following: a smartphone, a tablet computer, a mobile device, a media player, a laptop computer, a desktop computer, and any other computing device. Device 102 includes application 108, sensor 110, and storage 112. In some embodiments, device 102 is used by a user to place and/or retrieve a digital element. Application 108 may include a software application that can be utilized to place, retrieve, and/or open a digital element. In some embodiments, application 108 includes a web browser. In some embodiments, application 108 includes a native application (e.g., Apple iOS application or Google Android application) for placing and/or retrieving a digital element. Sensor 110 may include one or more sensors: a location sensor, a Global Positioning System (GPS) sensor, a wireless local area (Wifi) network sensor, accelerometer, a gyroscope sensor, a device orientation sensor, a light sensor, a camera (e.g. visual pattern matching of location), a proximity sensor, and a microphone. In some embodiments, information from the sensor is used to

place, retrieve, and/or display a digital element. For example, a current location and orientation of device 102 is obtained from sensor 110 and this information is used to determine which digital element to render on a screen of device 110.

In some embodiments, storage 112 stores configuration information, preferences, content, cached information, a list/database, and/or other information associated with one or more digital elements. For example, storage 112 includes user configuration information and a cached database of digital elements located near device 102. In some embodiments, device 102 provides an augmented reality view displayed on a screen of device 102. For example, an environment such as an image captured by a camera (e.g., sensor 110) of device 102 is modified to include a visual, sonic (e.g., audio) and/or somatic (e.g., tactile) representation of a digital element placed at a physical location depicted in the captured image. A user may navigate the augmented reality view by moving device 102 in the physical world and a corresponding view of the physical world captured by the camera of device 102 is augmented with visual, audio and tactile (e.g., haptic feedback) representations of digital elements at appropriate locations and displayed on a screen of device 102. In some embodiments, rather than using images from a camera of device 102 to display the augmented reality world, a previously captured image and/or a virtual image may be utilized. In some embodiments, a user may retrieve/capture a digital element by performing a gesture with device 102 at an appropriate physical location by performing an input movement (e.g., touch detected on a touch screen of device 102 or a specific physical movement of device 102 detected by sensor 110).

Server 106 may include a web server, a virtual server, and/or any other server that can provide information to device 102. In some embodiments, device 102 obtains information from server 106 via network 104. In some embodiments, application 108 communicates with server 106 to obtain one or more digital elements located near a location detected by sensor 110. For example, a location detected by sensor 110 is provided to server 106 and server 106 provides a list of digital elements (e.g., obtained from storage 114) that are located near the location and allowed to be accessed by a user of device 102. Device 102 renders a visual representation of the digital elements at appropriate locations within an augmented reality world view. When a user of device 102 selects a specific digital element, device 102 requests the specific digital element and the requested digital element is provided by server 106 from storage 114 and/or from a cached or local storage such as storage 112. Storage 114 is connected to server 106. Storage 114 may store user account information, digital elements, metadata associated with digital elements, and/or any other information associated with digital elements. For example, storage 114 includes a database repository of digital elements. In some embodiments, when a digital element is placed at a physical location using device 102, the digital element is provided to server 106 for storage in storage 114. In some embodiments, one or more placed digital elements may be private (e.g., only stored in storage 112) to device 102 and not provided to server 106 for storage. In some embodiments, storage 114 is directly connected to network 104 and server 106 may access storage 114 via network 104.

Examples of network 104 include one or more of the following: a direct or indirect physical communication connection, mobile communication network, Internet, intranet, Local Area Network, Wide Area Network, Storage Area Network, and any other form of connecting two or more systems, components, or storage devices together. In various embodiments, the components shown in FIG. 1 may exist in various

combinations of hardware machines. One or more of the components shown in FIG. 1 may be included in the same machine. Other communication paths may exist and the example of FIG. 1 has been simplified to illustrate the example clearly. Although single instances of components have been shown to simplify the diagram, additional instances of any of the components shown in FIG. 1 may exist. For example, multiple devices may be communicating with multiple servers that may be utilizing a cluster of server storage. Additional applications may be hosted by client 102. Components not shown in FIG. 1 may also exist.

FIG. 2 is a diagram illustrating an embodiment of a rendered visual representation of a digital element. Device 202 is a smartphone device. In some embodiments, device 202 is included in device 102 of FIG. 1. Device 202 includes screen 204 showing an augmented reality view of environment 200. Specifically, screen 204 is showing a train station platform and the view of the train station platform has been augmented with a display of a visual representation of digital element 206 placed at a physical location of the train station platform. A user may have discovered digital element 206 by moving device 202 around environment 200. As device 202 is moved around environment 200, display 204 displays a view of environment 200. The view of environment 200 may have been obtained from a camera of device 202 and/or a previously captured/generated visual image. Digital element 206 was placed at the physical location by a user. The same or different user may obtain digital element 206 by visiting the physical location and finding the device through a display of a device, as shown in FIG. 2. Digital element 206 is represented by a graphical "kiss" icon.

In order to obtain the digital element 206 displayed on screen 204, a user may perform a gesture with device 202. For example, a user may be required to swing device 202 in a semicircular motion to act out capturing digital element 206 displayed on screen 204. In some embodiments, when digital element 206 is obtained, a message associated with digital element 206 may be obtained. For example, digital element 206 represents a text message left for a user of device 202 by another user that has previously visited the physical location of digital element 206. In some embodiments, although a visual representation of a digital element can be seen on a display viewer screen, the digital element may not be able to be obtained until the device is closer to a location of the digital element. For example, as the device is moved closer to the location of the digital element, a visual representation of the digital element becomes larger. In some embodiments, when the digital element is able to be obtained, an indication is provided. For example, the visual representation may blink, move, wiggle, glow, pulsate, and/or change color to indicate that the element can be obtained. In some embodiments, device 202 may vibrate and/or emit a sound to indicate that the element can be obtained.

FIG. 3 is a flowchart illustrating an embodiment of a process for placing a digital element. The process of FIG. 3 may be implemented on device 102 and/or server 106 of FIG. 1. At 302, a selection of a digital element is received. In some embodiments, receiving the selection of the digital element includes receiving an indication of a digital element to be placed. Examples of the digital element include one or more of the following: a text, a message, an image, an audio, a video, a route, a location identifier, a link, an icon, a coupon, a key, a geographical reference, a file, a promotion, an advertisement, a monetary object, and an interactive element. For example, a user may select to leave a message for another user. In another example, a user may select to leave a personal record to remember about a particular location. In another

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example, a user may select to leave a clue and/or a digital key that can be used to determine/access content in a scavenger hunt. In another example, a user may select to leave a coupon that can be redeemed to obtain a specified item from a merchant. In another example, a user may select to leave an interactive element that guides a receiver of the digital element to one or more locations (e.g., tour, on screen guidance, an arrow, on screen bird that a user can follow by physically moving to a location on a flight path of the on screen bird, etc.). In various embodiments, a digital element may be utilized to provide one or more of the following: a guided tour, a game, a gift, record a memory, record an event at a physical location, a coupon, a promotion, an advertisement, an event, an educational experience, an exercise, a checkpoint, a way-point, and a social experience.

In some embodiments, a user may select a type of digital content from a list of possible digital elements to place. In some embodiments, a user may generate a new type of digital element to place. In some embodiments, a type of digital element that can be left is determined based on one or more factors. For example, only certain type(s) of digital content may be placed at a particular location. Examples of the factors used to determine the type of digital content that can be left include one or more of the following: information obtained from one or more sensors of a user device (e.g., information from sensor **110** of FIG. **1**), a status associated with a physical location, a time value, a temperature, a location where the digital content is to be placed, a user preference, a user account setting, a user privilege, a user status, information associated with a user placing the digital element, information associated with an intended recipient of the digital element, other digital elements at or near the physical location, information obtained from an Internet source, and information obtained from a server (e.g., information from server **106** of FIG. **1**).

At **304**, a configuration of the digital element is received. In some embodiments, the configuration includes a specification of a visual representation of the digital element to be placed. For example, an icon, a color and a size to be used to represent the digital element may be received. In some embodiments, the configuration includes a specification of one or more configuration parameters specific to the type of digital content to be placed. For example, a text content of a message to be left is received. In another example, a file to be left is received. In another example, a specification of an item, a quantity, and a merchant of a redeemable coupon are received. In some embodiments, the configuration includes a specification of which user(s) may retrieve the digital content to be placed. In some embodiments, a user may specify that the digital content can be retrieved by everyone (i.e., public), only by the user placing the digital content (i.e., private), only by members belonging to one or more specified groups, or only by specified users. In some embodiments, the configuration includes one or more time parameters associated with the digital element. For example, a user may provide a time period when the digital content can be retrieved. In some embodiments, the configuration includes a specification of a restriction on the number of times the digital element can be retrieved. In some embodiments, the configuration includes a specification of how to notify potential receiver(s) of the digital element to be placed. For example, a user is able to send a notification (e.g., email, instant message, SMS, Twitter Tweet, Facebook posting, etc.) of the existence of the digital element to one or more users and configure whether an alert (e.g., vibration, sound, visual alert, etc.) will be provided when a user who is able to retrieve the digital element is near the physical location of the digital element.

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At **306**, a location associated with the digital element is determined. In some embodiments, the location is at least in part determined to be a current physical location of a device being used to place the digital element. In some embodiments, at least a portion of the location of the digital element to be placed is automatically determined using one or more of the following associated with the device being used to place the digital element: GPS data, an Internet Protocol (IP) address, a Wifi positioning data, a cellular signal positioning data, a captured image (e.g., machine vision utilizing visual pattern matching to determine location), a captured audio, and a user provided location identifier. In some embodiments, the digital element is only allowed to be placed at the physical location of the device being used to place the digital element. In some embodiments, the digital element may be placed within a geographical boundary associated with the device being used to place the digital element. For example, the digital element may be placed within a specified distance from the location of the device. In some embodiments, the digital element may be placed in any location regardless of the device location. In some embodiments, the digital element may be placed at a location specified by a user. For example, a user may select a location from a map where the digital element is to be placed. In some embodiments, a user may specify a location within an environment view displayed on the device. For example, a user may select a location in an image captured by a camera on the device. In some embodiments, the location of the digital element includes a location point. In some embodiments, the location of the digital element includes a region. In some embodiments, the location associated with digital element is dynamically modified. For example, a region associated with the digital element becomes smaller and/or larger based at least in part on a time value, an elapsed time, a number of times the digital element has been obtained, and/or any other changing factor. In some embodiments, the location of the digital element includes a specification of one or more of the following: a latitude, a longitude, an elevation, a region shape, and a region.

At **308**, the digital element is finalized for placement. In some embodiments, finalizing the digital element includes associating the provided digital element with the determined location to enable one or more users to retrieve the digital element from the location. In some embodiments, finalizing the digital element for placement includes storing the digital element and/or metadata associated with the digital element in a storage such as storage **112** and/or **114** of FIG. **1**. In some embodiments, finalizing the digital element for placement includes receiving at a server from a user device the digital element and/or metadata associated with the digital element. In some embodiments, finalizing the digital element for placement includes associating the digital element with one or more user accounts. For example, the digital element is associated with an identifier that identifies a user account of a user that created the digital element and one or more other identifiers identify user account(s) of one or more other users that are able to access the digital element.

FIGS. **4A-4E** are diagrams illustrating an example user interface used to place a digital element. In some embodiments, FIGS. **4A-4E** illustrate at least a portion of the process of FIG. **3**. FIG. **4A** shows a user holding device **402** that is running an application that can be used to place a digital element. In some embodiments, device **402** is device **102** of FIG. **1**. Screen **404** is displaying a list of types of digital elements that can be placed. FIG. **4B** shows screen **406** that is displaying a configuration screen after a "KISS" type of digital element has been selected by a user on screen **404** of FIG. **4A**. The "KISS" type of digital element may be configured to

be sent to one or more selected users by selecting the “Send to friend” option on screen **406**. The “KISS” type of digital element may be configured to be publicly available to any user by selecting the “Broadcast publicly” option on screen **406**. The “KISS” type of digital element may be personalized by selecting the “Personalise” option on screen **406**. FIG. **4C** shows screen **408** that is displaying personalization options after the “Personalise” option was selected on screen **406** of FIG. **4B**. The “KISS” digital element may be personalized by adding a personal text message (e.g., by selecting the “Add message” option), changing the color of the visual representation of the digital element (e.g., by selecting the “Colour” option), changing the shading pattern of the visual representation of the digital element (e.g., by selecting the “Pattern” option), and a personal photograph may be attached to the “KISS” digital element (e.g., by selecting the “Attach photo” option). After the digital element has been configured and personalized, FIG. **4D** shows screen **410** that is displaying options to determine a physical location associated with the digital element. By selecting the “Here” option, a geographical location of the device may be automatically determined (e.g., using GPS, Wifi and/or Cellular signal location data) and associated with the digital element. By selecting the “Use google maps” option, a geographical location of the device may be provided by a user by selecting a location on a displayed map. FIG. **4E** shows screen **412** confirming the placement of the digital element after the location of the digital element has been determined. Screen **412** confirms that the “KISS” digital element has been placed at “Baker Street Station” by user “Sarah Roberts.”

FIG. **5** is a flowchart illustrating an embodiment of a process for retrieving a digital element. In some embodiments, at least a portion of FIG. **5** is used to retrieve a digital element left using at least a portion of the process of FIG. **3**. The process of FIG. **5** may be implemented on device **102** of FIG. **1**.

At **502**, a user is authenticated. In some embodiments, authenticating the user includes verifying a user account identifier and a password. For example, a user executes application **108** and provides a user identifier and a password to log into one or more services of server **106** of FIG. **1**. In some embodiments, authenticating the user includes sending a user account identifier and password to a server and receiving a verification that the user account has been authenticated. In some embodiments, the user account is associated with one or more preferences/configurations and the preferences/configurations associated with the authenticated user are obtained from a storage such as storage **112** and/or storage **114** of FIG. **1**. For example, the user account is associated with user configuration of desired digital elements (e.g., desired digital elements to be notified when physically near the digital elements), allowed digital elements (e.g., digital elements allowed to be obtained by the user of the user account), and/or one or more other associated users (e.g., user has access to one or more digital elements placed by friend users or other allowed users). In some embodiments, a user may subscribe to digital elements of another user. For example, a celebrity user may make the celebrity user’s digital element public and allow a subscribing user access to the celebrity user’s digital elements and is notified of the celebrity user’s digital elements.

At **504**, a location associated with the user is determined. In some embodiments, determining the location includes determining a physical location of a device that is to be used to obtain a digital element. For example, determining the physical location includes determining the physical location of device **102** of FIG. **1**. In some embodiments, determining the

location includes automatically determining a location using one or more of the following: GPS data, an IP address, a WiFi positioning data, a cellular signal positioning data, a captured image (e.g., machine vision utilizing visual pattern matching to determine location), a captured audio, and a user provided location identifier. In some embodiments, a user may specify a location identifier. For example, a user may select a location from a map. In some embodiments, the location cannot be specified by a user and must be determined using detected information. In some embodiments, determining the location includes at least in part detecting a location and at least in part receiving a user provided location identification. For example, a general location is detected using one or more location sensors and a user is provided a plurality of possible locations within the general location for selection. In some embodiments, determining the location includes using information from sensor **110** of FIG. **1**.

At **506**, based on the determined location and user configuration, matching digital elements are requested. In some embodiments, using the user configuration associated with the authenticated user in **502** and location determined in **504**, a request is made to obtain a list of digital elements that match a desired criteria. For example, the user configuration includes an identification of one or more types, users, distance values, and/or other filters/preferences associated with digital elements desired by a user. The determined location may be used to identify relevant digital elements that are near the determined location (e.g., within a predetermined, user configured, and/or dynamically determined distance from the determined location). In some embodiments, requesting the matching digital elements includes sending the request to a server such as server **106** of FIG. **1**. In some embodiments, requesting the matching digital elements includes obtaining a list of matching digital elements from a storage such as storage **112** and/or storage **114** of FIG. **1**. In some embodiments, matching digital elements are requested based on the determined location and a user identifier. For example, any digital element within a predetermined, configured and/or dynamically determined distance from the determined location that are allowed to be received by a user of the user identifier is requested.

At **508**, an identification of one or more elements is received. In some embodiments, receiving the identification includes receiving a list of one or more elements that match a criteria. In some embodiments, the identification identifies digital elements that match information provided in **506**. For example, the identification includes a list of obtainable digital elements that are located within a predetermined, configurable and/or dynamically determined distance from the provided location. In some embodiments, the identification only identifies digital elements that are allowed to be obtained by an identified user. For example, a provided user identifier is used to obtain user account information and the user account information (e.g., user preferences, associated users, other/previous digital elements placed/obtained by the user, etc.) is used (e.g., by a server) to determine a list of digital elements allowed to be accessed by the user. In some embodiments, the identification identifies digital elements based at least in part on a status associated with a determined location and/or a digital element. For example, one or more elements may be obtained a predetermined amount of times and an element may have reached the predetermined limit. In another example, one or more elements may only be obtained at a specified time and the element(s) are identified in the identification if a current time matches the specified time. In another example, one or more elements may only be obtained at a specified weather condition (e.g., specified temperature,

precipitation, etc.) and the element(s) are identified in the identification if a current weather of the determined location matches the specified weather condition.

In some embodiments, one or more elements may only be obtained by one or more allowed users and the element(s) are identified in the identification if a user is included in the allowed users. In some embodiments, the identification is received from a storage such as storage **112** and/or storage **114** of FIG. **1**. In some embodiments, the identification is received from a server such as server **106** of FIG. **1**. In some embodiments, the identification includes contents of digital element(s) identified by the identification. In some embodiments, the identification includes metadata associated with the digital element(s) identified by the identification. Examples of the metadata include information about a digital element, a rule defining how and/or when a digital element can be obtained (e.g., time restriction associated with a digital element), information about a visual representation of a digital element (e.g., image/animation to be rendered to display a visual representation of a digital element in an augmented reality view), information about a sonic representation of a digital element (e.g., sound to be rendered to indicate a representation of a digital element in an augmented reality world), information about a somatic representation of a digital element (e.g., tactile/haptic feedback to be rendered to indicate a representation of a digital element in an augmented reality world) and information about a notification associated with a digital element (e.g., vibration or sound notification, if any, when near a digital element). In some embodiments, one or more digital elements identified in the received identification are selected using one or more user preferences. For example, a user may be only interested in a specified type of digital element. In another example, a user may be only interested in digital element(s) placed by a specific user. In some embodiments, the identification of one or more elements is periodically and/or dynamically received. For example, as a physical location of a device receiving the identification changes and/or as digital elements are updated, updated identification is received as updated and/or at a periodic interval.

In some embodiments, one or more digital elements identified in the identification are associated with a notification. For example, a user of a device may not be actively paying attention to the device and/or an application such as application **108** of FIG. **1** that can be used to obtain digital elements. When the device is physically located within a distance (e.g., a predetermined, configurable, and/or dynamically determined distance) from a location where a digital element identified in the identification is placed, a notification may be provided using the device to alert a user that a digital element of interest is located near the device. Examples of the notification include audio, tactile (e.g., vibration), and visual notifications. In some embodiments, at least a portion of a configuration on whether and/or how to provide the notification for a particular digital element may be included in the identification received in **508**. In some embodiments, at least a portion of a configuration on whether and/or how to provide the notification for a particular digital element may be obtained from a user preference and/or user account information.

FIG. **6** is a flowchart illustrating an embodiment of a process for rendering a digital element. In some embodiments, the process of FIG. **6** is at least in part included in step **508** of FIG. **5**. The process of FIG. **6** may be at least in part implemented in device **102** of FIG. **1**.

At **602**, a digital element to render is selected. In some embodiments, selecting the digital element includes receiv-

ing at least a portion of the identification received in **508** of FIG. **5**. For example, an obtainable digital element within a preconfigured distance is selected. In some embodiments, the digital element to be rendered is associated with an augmented reality view to be displayed on a screen of a device such as device **102** of FIG. **1**. For example, an identification of digital element(s) physically located near the device was received in step **508** of FIG. **5** and stored in a storage such as storage **112** of FIG. **1**. A user may utilize the device to display an augmented reality view of the surrounding physical location, and if a digital element identified in the identification is physically located in the location to be displayed in the augmented reality view, the digital element is selected to be rendered. In some embodiments, selecting the digital element includes comparing a detected physical location and orientation of a device with placement locations associated with identified digital elements and selecting one or more digital elements that are within physical view of the device (e.g., located at a location depicted in an image captured with a camera of the device).

At **604**, a visual representation associated with the selected digital element is determined. In some embodiments, determining the visual representation includes determining an image and/or animation to be displayed in an augmented reality view to indicate a presence of a digital element at a location. In some embodiments, at least a portion of the specification of the visual representation is included in data selected in **602**. In some embodiments, at least a portion of the specification of the visual representation is included in data received from a server, such as identification data received in step **508** of FIG. **5**. The visual representation may include an image, an animation, an icon, a color specification, a size specification, and a notification to provide to indicate the digital element may be obtained. In some embodiments, determining the visual representation includes scaling and/or modifying (e.g., using visual perspective rules) an image/animation representation of the selected digital element based on a relative location of the digital element with respect to a distance and/or orientation of a device to render the visual representation.

In some embodiments, a sonic representation associated with the selected digital element is determined. In some embodiments, determining the sonic representation includes determining an audio to be produced in an augmented reality world to indicate a presence of a digital element at a location. In some embodiments, determining the sonic representation includes scaling and/or modifying an audio representation of the selected digital element based on a relative location of the digital element with respect to a distance and/or orientation of a device to render the audio representation. For example, a volume and/or tone of the audio representation may be increased as the digital element is located relatively closer to the device, and the volume and/or tone of the audio representation may be decreased as the digital element is located relatively further away from the device.

In some embodiments, a somatic representation associated with the selected digital element is determined. In some embodiments, determining the somatic representation includes determining a tactile/haptic feedback to be produced in an augmented reality world to indicate a presence of a digital element at a location. In some embodiments, determining the somatic representation includes scaling and/or modifying a tactile/haptic representation of the selected digital element based on a relative location of the digital element with respect to a distance and/or orientation of a device to render the somatic representation. For example, an intensity and/or pattern of the tactile/haptic representation may be

increased as the digital element is located relatively closer to the device, and the intensity and/or pattern of the tactile/haptic representation may be decreased as the digital element is located relatively further away from the device.

At **606**, a rendering location associated with the selected digital element is determined. In some embodiments, determining the rendering location includes determining the placement location of the selected digital element. In some embodiments, at least a portion of the rendering location is included in data selected in **602**. In some embodiments, at least a portion of the rendering location is included in data received from a server, such as identification data received at step **508** of FIG. **5**. In some embodiments, the rendering location includes one or more of the following: a latitude, a longitude, an elevation, a region shape, and a region. In some embodiments, a default elevation value is utilized. In some embodiments, determining the location includes determining a location within an augmented reality view that corresponds to the placement location of the digital element. In some embodiments, the location associated with digital element is dynamically modified. For example, a region associated with the digital element becomes smaller and/or larger based at least in part on a time value, an elapsed time, a number of times the digital element has been obtained, and/or any other changing factor.

At **608**, a world view associated with a location and an orientation of a device is determined. In some embodiments, the world view is to be augmented to provide the augmented reality view with a rendered visual, sonic and/or somatic representation of a digital element. In some embodiments, an image captured by a camera (e.g., sensor **110** of FIG. **1**) of the device is to be modified to include a visual representation of the digital element placed at a location depicted in the captured image. A user may navigate the augmented reality world by moving the device in the physical world and a corresponding view of the physical world captured by the camera of the device is augmented with visual, sonic and/or somatic representations of digital elements at appropriate locations and displayed on a screen of the device. In some embodiments, rather than using images from a camera of the device to display the augmented reality world, determining the world view that includes obtaining a previously captured image and/or a virtual image may be utilized (e.g., an image matching a current location and orientation of the device).

At **610**, the determined visual representation of the digital element is rendered over the determined world view. In some embodiments, rendering the visual representation includes superimposing the visual representation of the digital element (e.g., appropriately scaled/skewed following visual perspective rules) based on a distance between a viewing device and digital element location at the appropriate location on the determined world view corresponding to the location of the digital element. The created augmented reality view displays the digital element as being placed within the augmented reality world. As the device moves closer to the location of the digital element, the visual representation of the digital element may be scaled (e.g., to become larger) to follow visual perspective rules in creating an illusion that the user approaching closer to the digital element. In some embodiments, the rendering of the digital element is associated with an audio and/or tactile feedback. For example, an audio and/or tactile feedback may be provided via the device to indicate the digital element.

FIG. **7** is a flowchart illustrating an embodiment of a process for retrieving a rendered digital element. The process of FIG. **7** may be at least in part implemented in device **102** and/or sever **106** of FIG. **1**. In some embodiments, the process

of FIG. **7** is used at least in part to obtain content of a digital element rendered in an augmented reality view. For example, the process of FIG. **6** is used to provide a rendered view of a digital element that may be obtained. In some embodiments, although a visual representation of a digital element can be seen on a display screen, the digital element may not be able to be obtained until the device is closer to a location of the digital element. For example, as the device is moved closer to the location of the digital element, a visual, sonic and/or somatic representation of the digital element becomes larger. In some embodiments, when the digital element is able to be obtained, an indication is provided. For example, the visual representation may blink, glow, pulsate, and/or change color to indicate that the element can be obtained. In some embodiments, the device may vibrate and/or emit a sound to indicate that the element can be obtained.

At **702**, an indication of a selected digital element is received. In some embodiments, a displayed digital element that is able to be obtained may be selected to be obtained by providing a gesture input. For example, a visual representation of a digital element that is displayed in an augmented reality view may be selected by a user to be obtained at least in part by touching the visual representation on a touch screen display. In some embodiments, a user may perform a movement/gesture (e.g., detected using an accelerometer, orientation sensor, compass, and/or gyroscope) with a device rendering the digital element to select a digital element to be obtained. For example, a user may be required to swing the device in a semicircular motion to act out capturing the rendered digital element. In another example, a user may be required to rub the visual representation of the desired digital element displayed on a touchscreen surface to act out scratching a scratch card to reveal the digital element contents.

At **704**, the indication is processed. In some embodiments, processing the indication includes determining an identifier of the selected digital element. In some embodiments, processing the indication includes determining how and/or where to obtain contents of the selected digital element. In some embodiments, processing the digital element includes modifying and/or storing data associated with the digital element to indicate that the digital element has been retrieved by a specified user. In some embodiments, processing the digital element includes verifying that the selected digital element is allowed to be obtained by the user. In some embodiments, processing the indication includes obtaining contents of the selected digital element. In some embodiments, the contents may be obtained from a storage such as storage **112** and/or storage **114** of FIG. **1**.

At **706**, contents of the selected digital element are provided. In some embodiments, providing the contents includes displaying text, image, video, and/or other content associated with the digital element. In some embodiments, providing the contents includes displaying the contents using the application used to render the visual representation of the selected digital element. In some embodiments, providing the contents includes opening the contents using a different application than the application used to render the visual representation of the selected digital element. For example, the contents include a spreadsheet file and the spreadsheet file is opened using a spreadsheet application.

At **708**, data associated with the selected digital element is received. In some embodiments, data such as utilization statistics, utilization behavior, and other utilization metric associated with provided contents of the digital element and/or other data of the digital element is received at a server such as server **106** of FIG. **1**. In some embodiments, the received data may be used to research utilization behavior. In some embodi-

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ments, the provided data is used to update configurations associated with the selected digital element. For example, the selected digital element can be accessed a limited number of times and the configuration that tracks the number of times the digital element has been accessed is updated using the received data.

FIGS. 8A-8C are diagrams illustrating an example user interface used to retrieve a digital element. In some embodiments, FIGS. 8A-C illustrate at least a portion of the process of FIGS. 5-7. FIG. 8A shows a user holding device 802 that is running an application that can be used to render and retrieve a digital element. In some embodiments, device 802 is device 102 of FIG. 1. Screen 804 is displaying a notification that another person has placed a "KISS" digital element (e.g., trace) at the "Baker Street Station" location for the user of device 802. In some embodiments, the notification shown in screen 804 is provided with an audio and/or tactile notification. In some embodiments, the notification shown in screen 804 was provided when the digital element was placed. In some embodiments, the notification shown in screen 804 was provided when device 802 was within a specified distance from the placement location of the digital element. FIG. 8B shows screen 806 that is displaying an augmented reality view of the "Baker Street Station" location where the digital element was placed. In screen 406, a visual representation of the digital element is rendered on top of a world view of the "Baker Street Station" location captured using a camera of device 802. FIG. 8C shows screen 808 that is displaying text message content of the digital element after a user of device 802 has performed a gesture to indicate that the user desires to obtain contents of the displayed digital element.

Although the foregoing embodiments have been described in some detail for purposes of clarity of understanding, the invention is not limited to the details provided. There are many alternative ways of implementing the invention. The disclosed embodiments are illustrative and not restrictive.

What is claimed is:

1. A system, comprising:
 - a memory configured to store a digital element, wherein the digital element is associated with a region; and
 - a processor configured to:
 - receive an indication that the system is within a field of view of the digital element but not within the region;
 - determine that the digital element is to be rendered;
 - generate an augmented reality representation of the digital element in a rendered view of the region without allowing access to a monetary value of the digital element, wherein the augmented reality representation of the digital element is not indicated as being obtainable;
 - receive an indication that the system is within the region and in response visually indicate that the augmented reality representation of the digital element is obtainable;
 - receive a user selection indication that selects the generated augmented reality representation to obtain the digital element; and
 - provide access to the monetary value of the digital element upon receiving the user selection indication.
2. The system of claim 1, wherein the digital element was received from a server at least in part in response to sending a location identifier of the system.
3. The system of claim 1, wherein the digital element may be only accessed by one or more specified users.
4. The system of claim 1, wherein the digital element includes content provided by a first user for another user.

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5. The system of claim 1, wherein the digital element includes content private to a single user.

6. The system of claim 1, wherein the digital element is associated with a restriction based at least in part on a number of times the digital element may be accessed.

7. The system of claim 1, wherein the digital element is associated with a restriction based at least in part on a time when the digital element may be accessed.

8. The system of claim 1, wherein the digital element is associated with a restriction based at least in part on a status associated with the region.

9. The system of claim 1, wherein the region encompasses a physical location within a predetermined distance from a physical location point.

10. The system of claim 1, wherein the indication that the system is within the region is provided at least in part by comparing a determined physical location with a placement location of the digital element.

11. The system of claim 1, wherein the indication that the system is within the region is provided at least in part by using a location sensor included in the system.

12. The system of claim 1, wherein the indication that the digital element has been selected is received in response to a user gesture input.

13. The system of claim 1, wherein the digital element includes a coupon.

14. The system of claim 13, wherein the coupon can be only redeemed to obtain a specified item.

15. The system of claim 13, wherein the coupon can be only redeemed at a specified merchant.

16. The system of claim 1, wherein the digital element includes a promotion.

17. The system of claim 1, wherein the digital element includes an advertisement.

18. The system of claim 1, wherein the digital element includes a link.

19. A method, comprising:

- receiving an indication that a device is within a field of view of a digital element but not within a region associated with the digital element;
- determining that the digital element is to be rendered;
- using a processor to generate an augmented reality representation of the digital element in a rendered view of the region without allowing access to a monetary value of the digital element, wherein the augmented reality representation of the digital element is not indicated as being obtainable;
- receiving an indication that the system is within the region and in response visually indicate that the augmented reality representation of the digital element is obtainable;
- receiving a user selection indication that selects the generated augmented reality representation to obtain the digital element; and
- providing access to the monetary value of the digital element upon receiving the user selection indication.

20. The method of claim 19, wherein the digital element includes a content provided by a first user for another user.

21. The method of claim 19, wherein the digital element includes a coupon.

22. The method of claim 21, wherein the coupon can be only redeemed to obtain a specified item.

23. The method of claim 19, wherein the digital element includes a promotion.

24. The method of claim 19, wherein the digital element includes an advertisement.

25. A computer program product, the computer program product being embodied in a non-transitory computer readable storage medium and comprising computer instructions for:

receiving an indication that a device is within a field of 5
view of a digital element but not within a region associated with the digital element;
determining that the digital element is to be rendered;
generating an augmented reality representation of the digital element in a rendered view of the region without 10
allowing access to a monetary value of the digital element, wherein the augmented reality representation of the digital element is not indicated as being obtainable;
receiving an indication that the system is within the region and in response visually indicate that the augmented 15
reality representation of the digital element is obtainable;
receiving a user selection indication that selects the generated augmented reality representation to obtain the digital element; and 20
providing access to the monetary value of the digital element upon receiving the user selection indication.

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