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(54) **SYSTEM AND METHOD FOR INTERACTIVE
LOCATION-BASED GAMEPLAY**

Publication Classification

(76) Inventors: **Brian Morrisroe**, San Francisco,
CA (US); **David Wang**, Palo Alto,
CA (US); **Keith Lee**, San Francisco,
CA (US)

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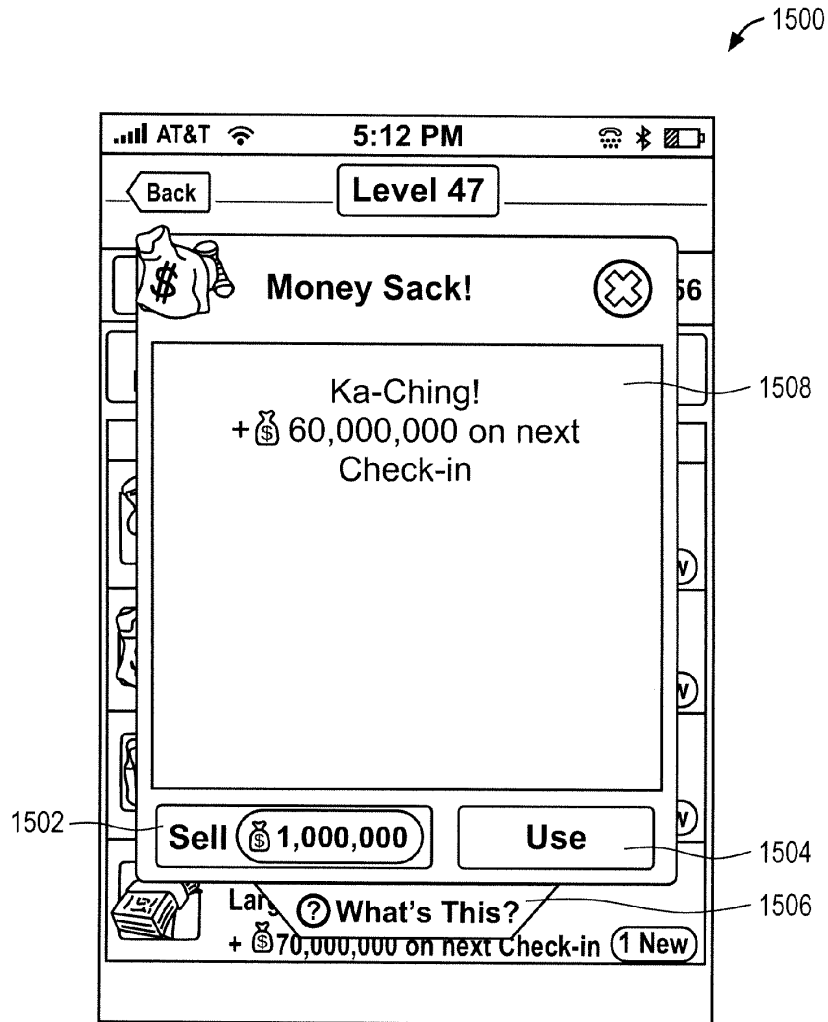
(57) **ABSTRACT**

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Disclosed is a system comprising a location engine for detecting the location of the system, an attraction engine for identifying an attraction proximate to the system, a gameplay engine for enabling gameplay of a user to earn virtual credits based on the proximity, and a virtual item engine for providing a virtual item to the user during gameplay, the virtual item having a real-world implication and being usable by the gameplay engine for an increase or decrease of virtual credits.

Related U.S. Application Data

(60) Provisional application No. 61/398,157, filed on Jun. 21, 2010.



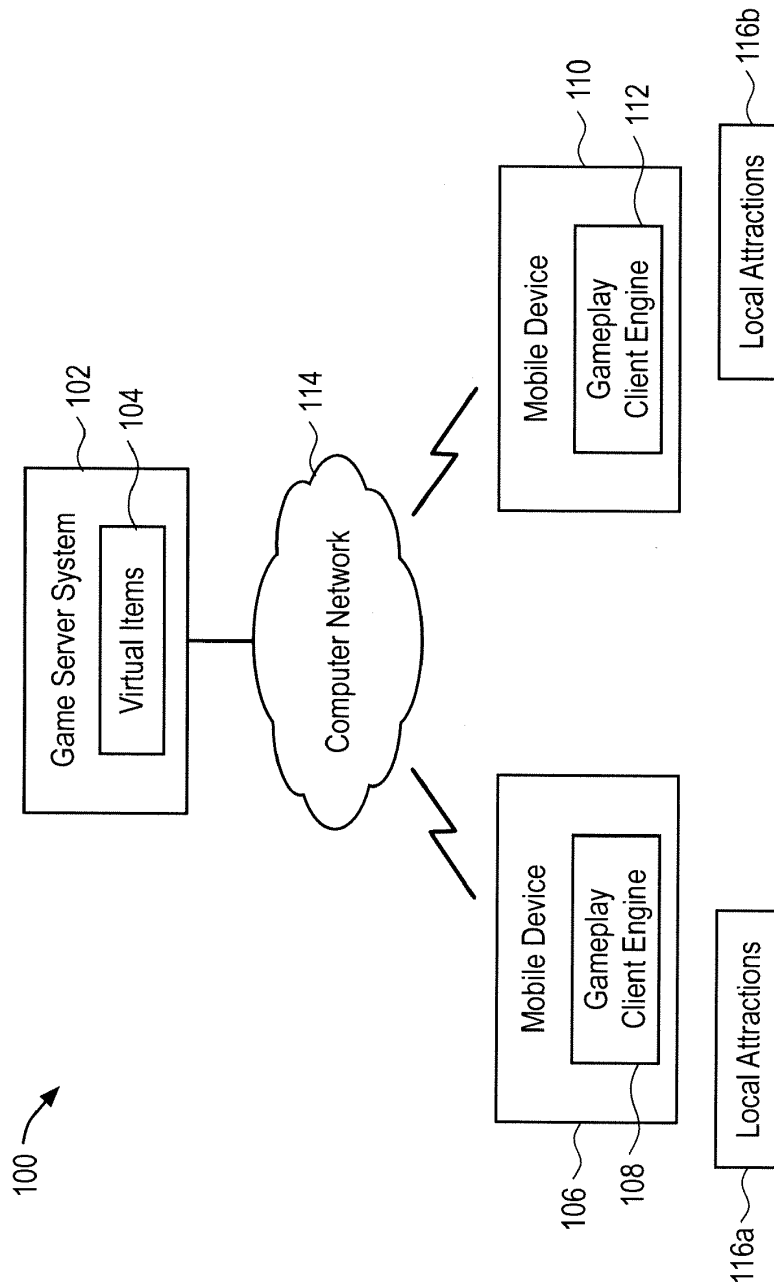


FIG. 1

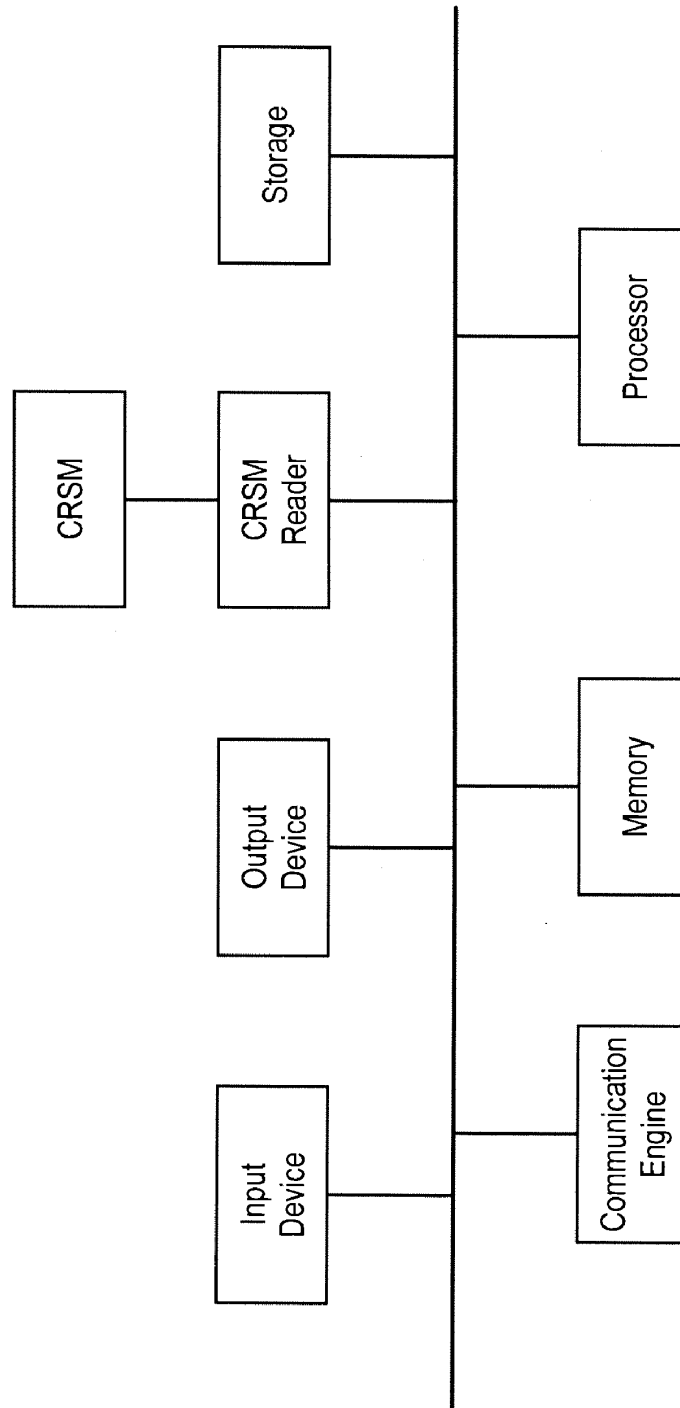


FIG. 2

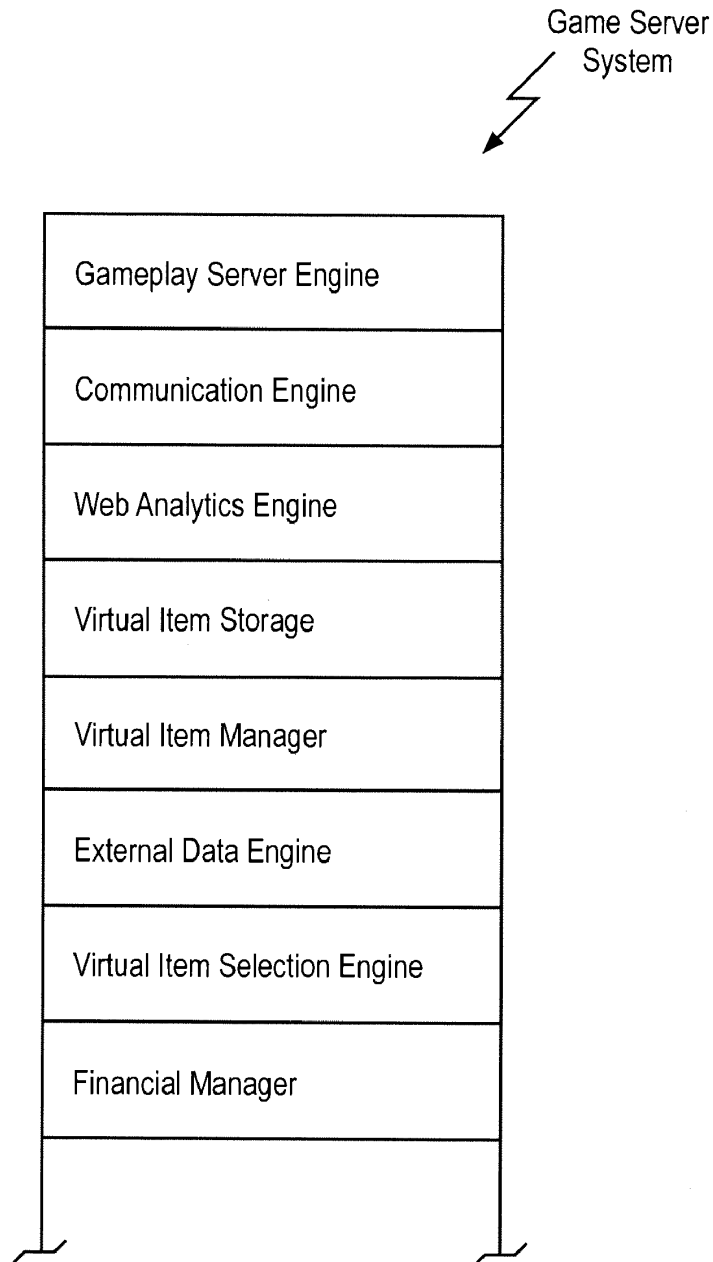


FIG. 3

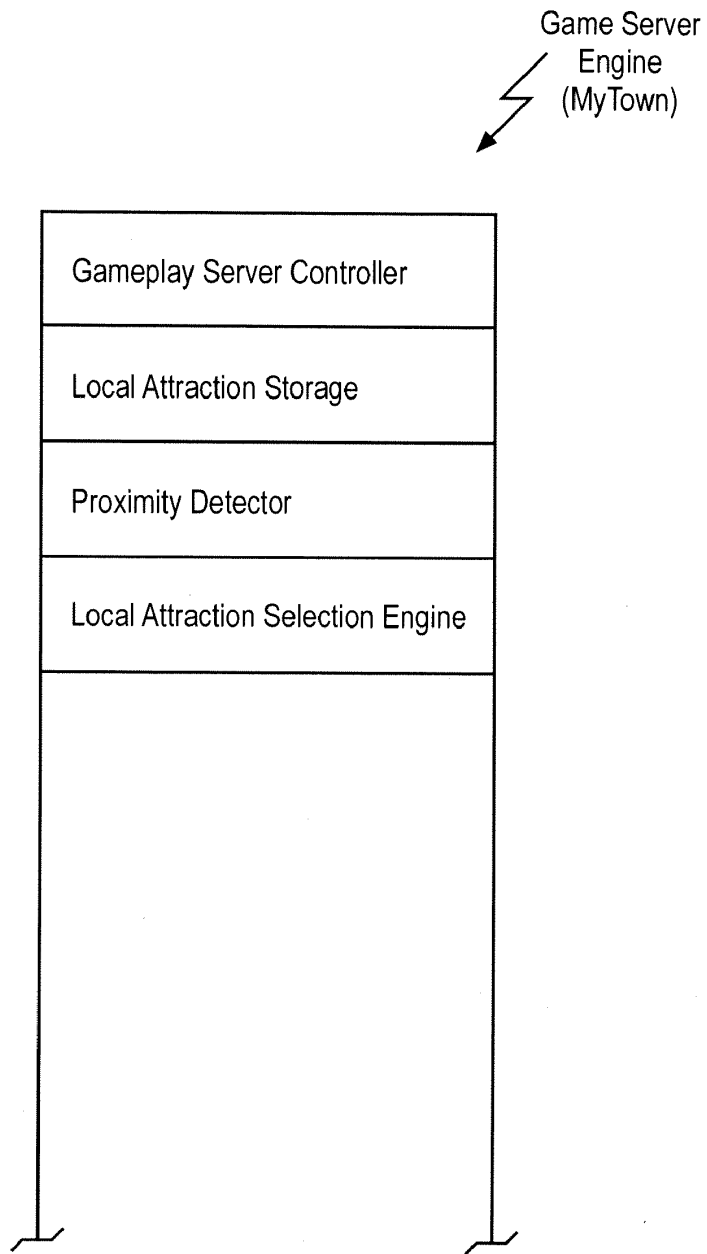


FIG. 4

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