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Ross

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(54) **SYSTEM AND METHOD FOR PRESENTING VIRTUAL REALITY CONTENT TO A USER**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 16 days.

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Related U.S. Application Data

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- (51) **Int. Cl.**
H04N 9/47 (2006.01)
H04N 5/93 (2006.01)
H04N 5/74 (2006.01)
G11B 27/00 (2006.01)

(52) **U.S. Cl.**
CPC *H04N 5/9305* (2013.01); *G11B 27/005* (2013.01); *H04N 5/7491* (2013.01)

(58) **Field of Classification Search**
CPC G11B 27/105; G11B 27/005; H04N 13/0497; H04N 5/7491; H04N 5/9305; G06F 3/0346; G06T 19/006
USPC 386/230, 239, 240; 348/51, 53; 345/158, 633

See application file for complete search history.

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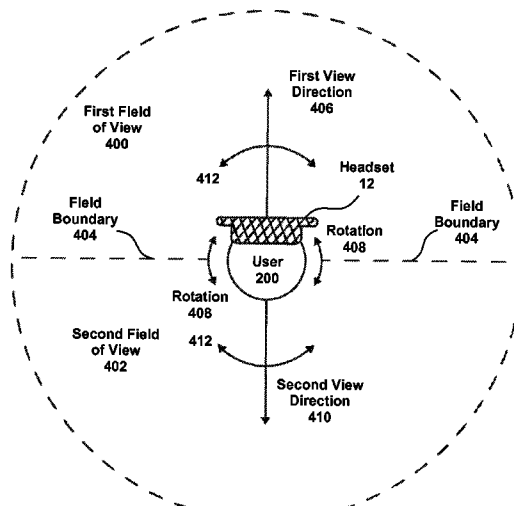
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(57) **ABSTRACT**

This disclosure describes a system configured to present primary and secondary, tertiary, etc., virtual reality content to a user. Primary virtual reality content may be displayed to a user, and, responsive to the user turning his view away from the primary virtual reality content, a sensory cue is provided to the user that indicates to the user that his view is no longer directed toward the primary virtual reality content, and secondary, tertiary, etc., virtual reality content may be displayed to the user. Primary virtual reality content may resume when the user returns his view to the primary virtual reality content. Primary virtual reality content may be adjusted based on a user's interaction with the secondary, tertiary, etc., virtual reality content. Secondary, tertiary, etc., virtual reality content may be adjusted based on a user's progression through the primary virtual reality content, or interaction with the primary virtual reality content.

23 Claims, 9 Drawing Sheets



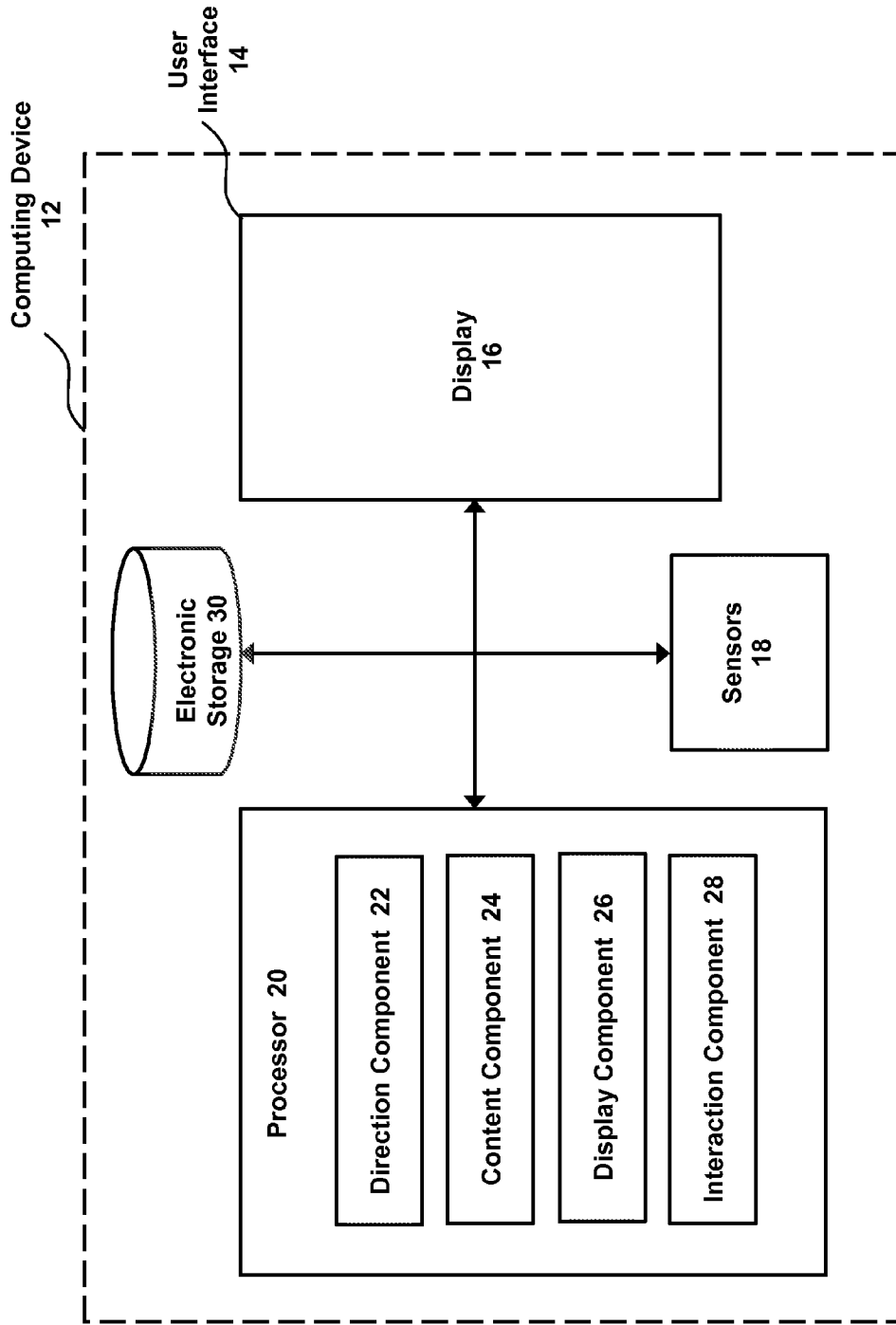


FIG. 1

System 10

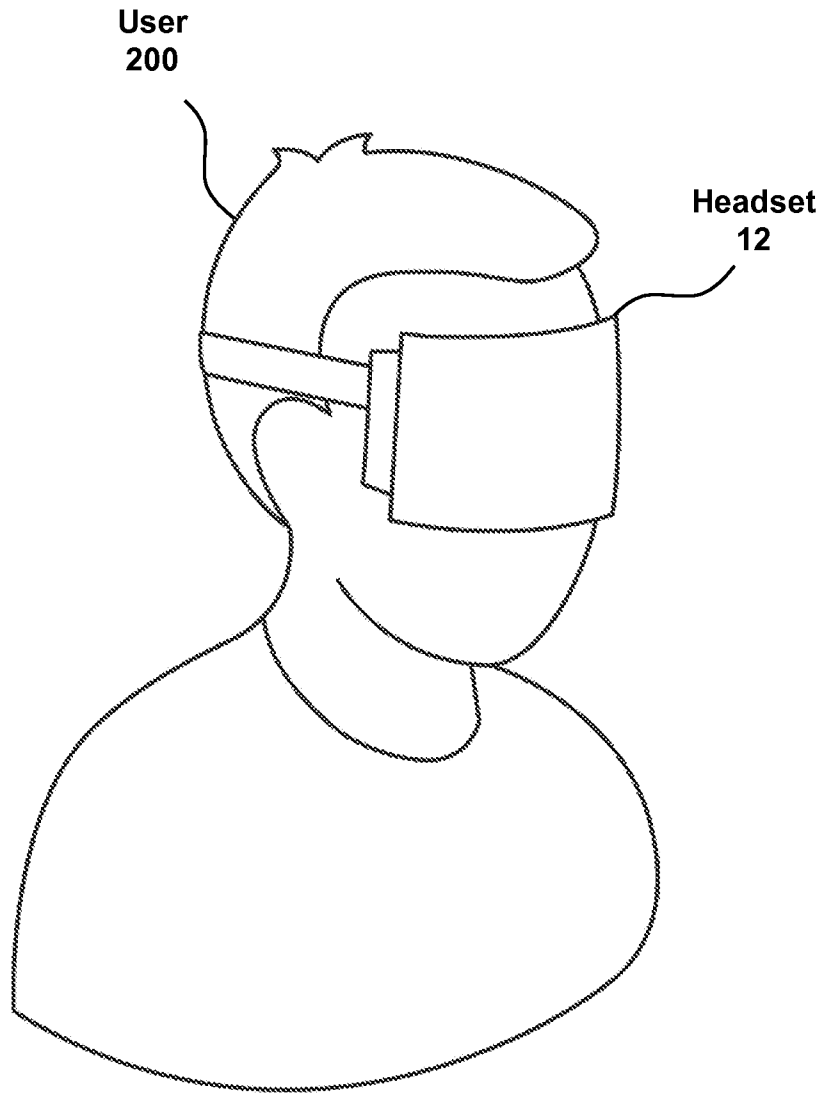


FIG. 2

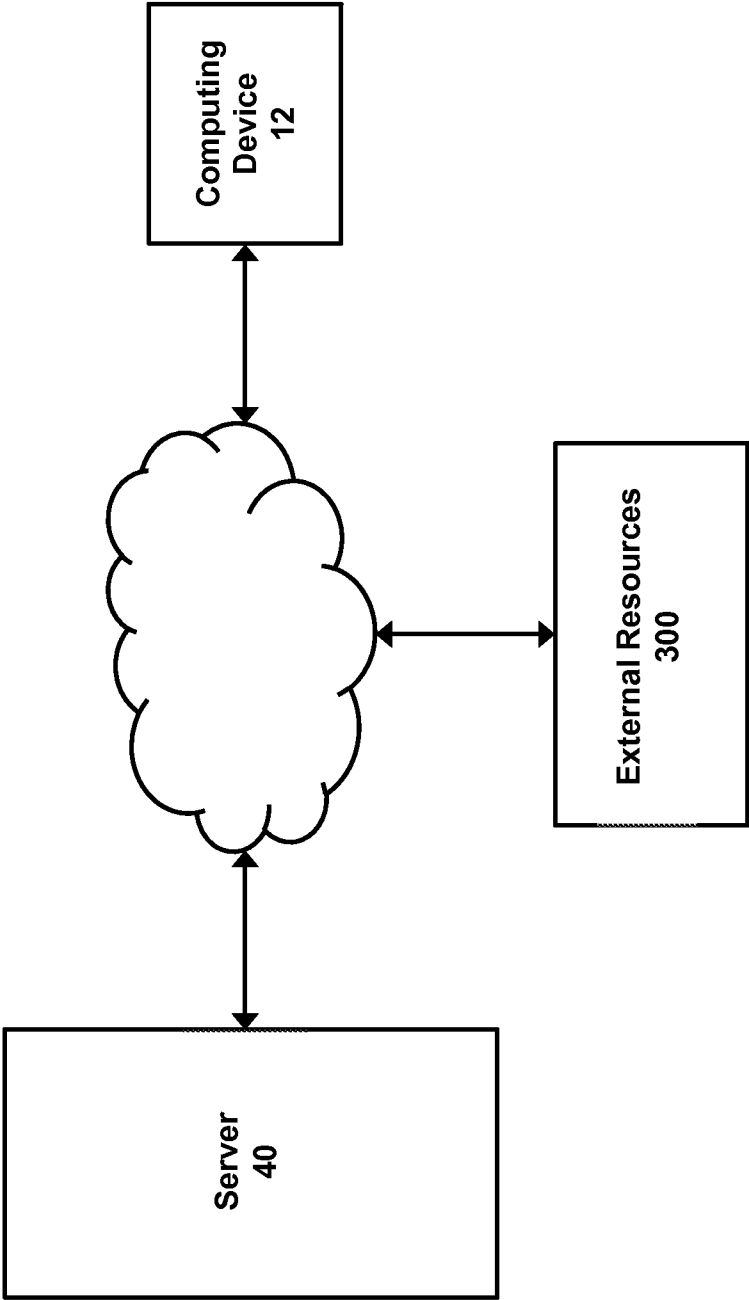


FIG. 3

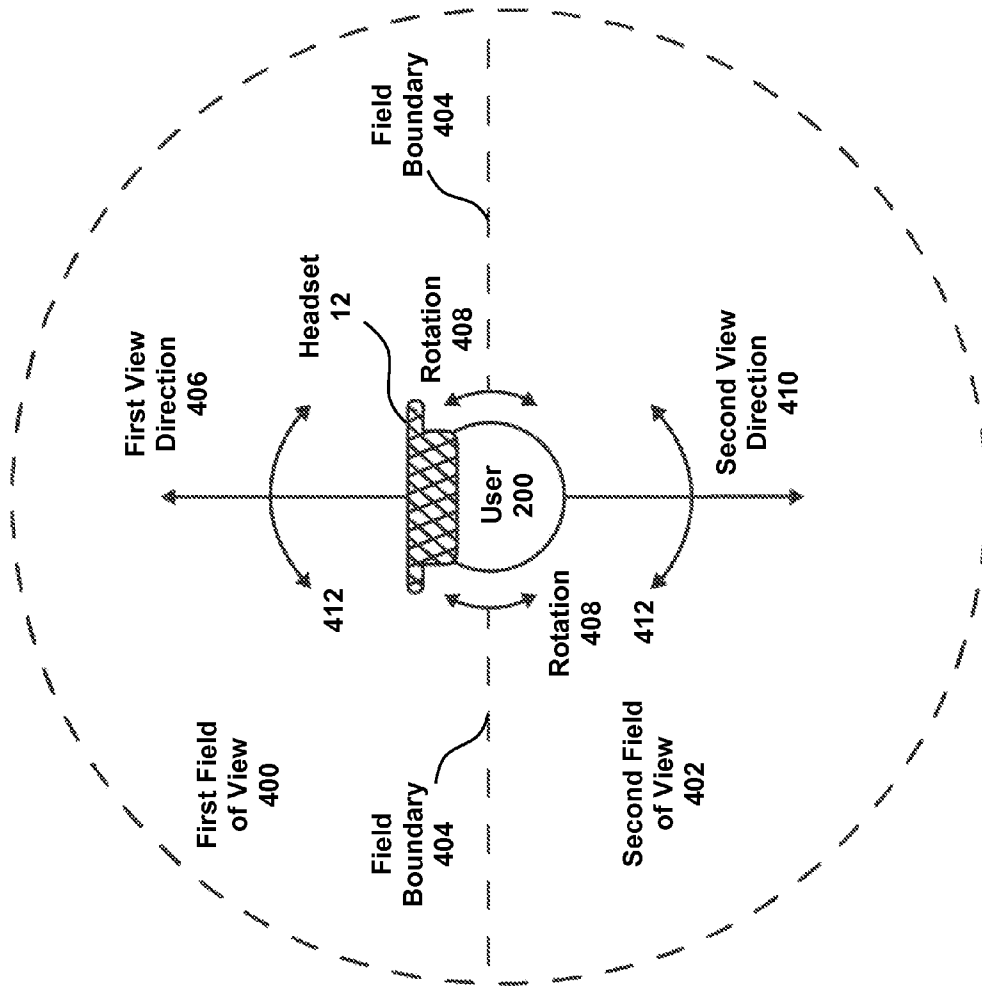


FIG. 4A

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