



US010180715B2

(12) **United States Patent**  
**Fein et al.**

(10) **Patent No.:** **US 10,180,715 B2**

(45) **Date of Patent:** **Jan. 15, 2019**

(54) **CORRELATING USER REACTION WITH AT LEAST AN ASPECT ASSOCIATED WITH AN AUGMENTATION OF AN AUGMENTED VIEW**

(58) **Field of Classification Search**  
CPC ... G06T 19/006; G06T 11/60; G06F 17/3087; G06F 17/30964  
See application file for complete search history.

(71) Applicant: **Elwha LLC**, Bellevue, WA (US)

(56) **References Cited**

(72) Inventors: **Gene Fein**, Westlake, CA (US); **Royce A. Levien**, Lexington, MA (US); **Richard T. Lord**, Tacoma, WA (US); **Robert W. Lord**, Seattle, WA (US); **Mark A. Malamud**, Seattle, WA (US); **John D. Rinaldo, Jr.**, Bellevue, WA (US); **Clarence T. Tegreene**, Mercer Island, WA (US)

U.S. PATENT DOCUMENTS

6,091,378 A 7/2000 Richardson et al.  
6,326,985 B1 12/2001 Tazoe et al.  
(Continued)

FOREIGN PATENT DOCUMENTS

CN 102436663 A 5/2012  
EP 1117074 A2 7/2001  
(Continued)

OTHER PUBLICATIONS

Doobybrain; "GE's Augmented Reality Demo"; YouTube; uploaded Feb. 4, 2009; pp. 1-2; located at: <http://www.youtube.com/watch?v=00FGtH5nkxM>.

(Continued)

*Primary Examiner* — Phi Hoang

(73) Assignee: **Elwha LLC**, Bellevue, WA (US)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **13/721,340**

(22) Filed: **Dec. 20, 2012**

(65) **Prior Publication Data**

US 2014/0098133 A1 Apr. 10, 2014

**Related U.S. Application Data**

(63) Continuation-in-part of application No. 13/711,095, filed on Dec. 11, 2012, now Pat. No. 9,111,384, (Continued)

(51) **Int. Cl.**

**G06F 3/01** (2006.01)  
**G06T 19/00** (2011.01)  
**G06T 11/60** (2006.01)

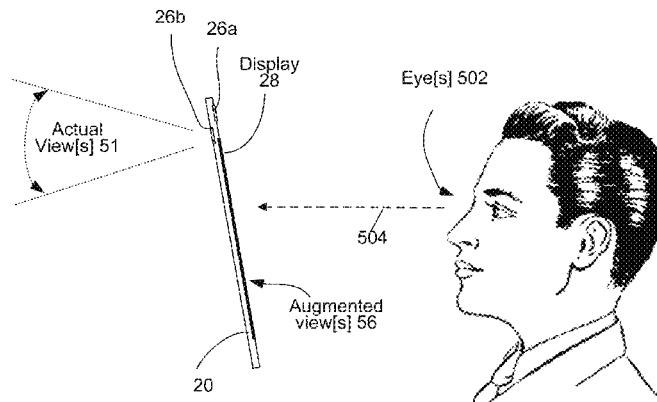
(52) **U.S. Cl.**

CPC ..... **G06F 3/013** (2013.01); **G06F 3/011** (2013.01); **G06T 11/60** (2013.01); **G06T 19/006** (2013.01)

(57) **ABSTRACT**

Computationally implemented methods and systems include detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented. In addition to the foregoing, other aspects are described in the claims, drawings, and text.

**45 Claims, 26 Drawing Sheets**



User 52

**Related U.S. Application Data**

which is a continuation of application No. 13/709,465, filed on Dec. 10, 2012, now Pat. No. 9,111,383, which is a continuation-in-part of application No. 13/690,003, filed on Nov. 30, 2012, now Pat. No. 9,105,126, which is a continuation of application No. 13/689,372, filed on Nov. 29, 2012, which is a continuation-in-part of application No. 13/673,070, filed on Nov. 9, 2012, now Pat. No. 9,448,623, which is a continuation of application No. 13/672,575, filed on Nov. 8, 2012, now Pat. No. 9,141,188, which is a continuation-in-part of application No. 13/648,012, filed on Oct. 9, 2012, now Pat. No. 8,941,689, which is a continuation of application No. 13/646,147, filed on Oct. 5, 2012, now Pat. No. 8,928,695.

2009/0158203	A1	6/2009	Kerr et al.	
2009/0167787	A1	7/2009	Bathiche et al.	
2009/0182499	A1	7/2009	Bravo	
2009/0237328	A1	9/2009	Gyorfi et al.	
2009/0262206	A1	10/2009	Park	
2009/0300535	A1	12/2009	Skourup et al.	
2009/0322671	A1	12/2009	Scott et al.	
2010/0088023	A1	4/2010	Werner	
2010/0104185	A1	4/2010	Johnson et al.	
2010/0161409	A1*	6/2010	Ryu .....	G06Q 30/02 705/14.43
2010/0164990	A1	7/2010	Van Doorn	
2010/0208033	A1	8/2010	Edge et al.	
2010/0214284	A1	8/2010	Rieffel et al.	
2010/0226535	A1	9/2010	Kimchi et al.	
2010/0238161	A1	9/2010	Varga et al.	
2010/0253764	A1	10/2010	Sim et al.	
2010/0295921	A1	11/2010	Guthrie et al.	
2010/0328344	A1	12/2010	Mattila et al.	
2010/0332315	A1*	12/2010	Kamar .....	G06Q 30/02 705/14.46

(56)

**References Cited**

U.S. PATENT DOCUMENTS

6,425,764	B1	7/2002	Lamson	
6,625,299	B1	9/2003	Meisner et al.	
6,774,898	B1	8/2004	Katayama et al.	
6,853,390	B1	2/2005	Wandersleben et al.	
6,891,563	B2	5/2005	Schofield et al.	
7,119,829	B2	10/2006	Leonard et al.	
7,257,777	B1	8/2007	Kanevsky et al.	
7,375,701	B2	5/2008	Covannon et al.	
7,690,975	B2	4/2010	Watanabe et al.	
7,801,328	B2	9/2010	Au et al.	
7,956,869	B1	6/2011	Gilra	
8,116,526	B2	2/2012	Sroka et al.	
8,184,070	B1	5/2012	Taubman	
8,188,880	B1	5/2012	Chi et al.	
8,203,605	B1	6/2012	Starner	
8,204,073	B1	6/2012	Gailloux et al.	
8,402,356	B2	3/2013	Martinez et al.	
8,527,943	B1	9/2013	Chiluvuri	
8,544,033	B1*	9/2013	Acharya .....	H04H 60/33 725/10
8,633,970	B1	1/2014	Mercay et al.	
8,751,948	B2	6/2014	Wetzer et al.	
8,756,519	B2	6/2014	Hunt et al.	
9,088,823	B1	7/2015	Price	
2001/0030654	A1	10/2001	Iki	
2001/0044858	A1	11/2001	Rekimoto	
2002/0044152	A1	4/2002	Abbott, III et al.	
2002/0144259	A1	10/2002	Gutta et al.	
2002/0163521	A1	11/2002	Ellenby et al.	
2002/0167522	A1	11/2002	Miyazawa	
2003/0011639	A1	1/2003	Webb	
2003/0037068	A1	2/2003	Thomas et al.	
2003/0210832	A1	11/2003	Benton	
2004/0046711	A1	3/2004	Triebfuerst	
2004/0113885	A1	6/2004	Genc et al.	
2004/0268263	A1	12/2004	Van Dok et al.	
2005/0206583	A1	9/2005	Lemelson et al.	
2006/0123353	A1	6/2006	Matthews et al.	
2006/0181484	A1	8/2006	Sprague et al.	
2006/0218031	A1	9/2006	Weinberg et al.	
2006/0224445	A1	10/2006	Axe et al.	
2006/0227862	A1	10/2006	Campbell et al.	
2006/0262140	A1	11/2006	Kujawa et al.	
2007/0162942	A1	7/2007	Hamynen et al.	
2007/0265082	A1	11/2007	Shimura et al.	
2007/0279521	A1	12/2007	Cohen	
2008/0071559	A1	3/2008	Arrasvuori	
2008/0125959	A1	5/2008	Doherty et al.	
2008/0253737	A1	10/2008	Kimura et al.	
2008/0266323	A1	10/2008	Biocca et al.	
2008/0270947	A1	10/2008	Elber et al.	
2008/0306999	A1	12/2008	Finger et al.	
2009/0013052	A1*	1/2009	Robarts .....	G06F 17/30867 709/206
2009/0049004	A1	2/2009	Nurminen et al.	
2011/0045905	A1	2/2011	Radek	
2011/0055049	A1	3/2011	Harper et al.	
2011/0074658	A1	3/2011	Sato	
2011/0075257	A1	3/2011	Hua et al.	
2011/0082755	A1	4/2011	Itzhak	
2011/0112915	A1	5/2011	Geer, III et al.	
2011/0134108	A1	6/2011	Hertenstein	
2011/0138317	A1	6/2011	Kang et al.	
2011/0141254	A1	6/2011	Roebke et al.	
2011/0164163	A1	7/2011	Bilbrey et al.	
2011/0202878	A1	8/2011	Park et al.	
2011/0209201	A1	8/2011	Chollat	
2011/0214082	A1	9/2011	Osterhout et al.	
2011/0216060	A1	9/2011	Weising et al.	
2011/0227820	A1	9/2011	Haddick et al.	
2011/0231781	A1	9/2011	Betzler et al.	
2011/0238751	A1	9/2011	Belimpasakis et al.	
2011/0242134	A1	10/2011	Miller et al.	
2011/0258049	A1	10/2011	Ramer et al.	
2011/0292220	A1	12/2011	Georgis et al.	
2011/0310087	A1	12/2011	Wright, Jr. et al.	
2012/0025975	A1	2/2012	Richey et al.	
2012/0038669	A1	2/2012	Lee et al.	
2012/0062596	A1	3/2012	Bedi et al.	
2012/0099800	A1	4/2012	Llano et al.	
2012/0102439	A1	4/2012	Mitchell et al.	
2012/0105473	A1	5/2012	Bar-Zeev et al.	
2012/0105475	A1	5/2012	Tseng	
2012/0113092	A1	5/2012	Bar-Zeev et al.	
2012/0113140	A1	5/2012	Hilliges et al.	
2012/0113274	A1	5/2012	Adhikari et al.	
2012/0116920	A1	5/2012	Adhikari et al.	
2012/0120101	A1	5/2012	Adhikari et al.	
2012/0120113	A1	5/2012	Hueso	
2012/0133650	A1	5/2012	Lee	
2012/0147328	A1	6/2012	Yahav	
2012/0154638	A1	6/2012	Chou	
2012/0166435	A1	6/2012	Graham et al.	
2012/0176410	A1	7/2012	Meier et al.	
2012/0194549	A1	8/2012	Osterhout et al.	
2012/0198339	A1	8/2012	Williams et al.	
2012/0206323	A1	8/2012	Osterhout et al.	
2012/0223966	A1	9/2012	Lim	
2012/0233033	A1	9/2012	Calman et al.	
2012/0243732	A1	9/2012	Swaminathan et al.	
2012/0244907	A1	9/2012	Athsani et al.	
2012/0246027	A1	9/2012	Martin	
2012/0249416	A1	10/2012	Maciocci et al.	
2012/0249588	A1	10/2012	Tison et al.	
2012/0249591	A1	10/2012	Maciocci et al.	
2012/0249741	A1	10/2012	Maciocci et al.	
2012/0249797	A1	10/2012	Haddick et al.	
2012/0268491	A1	10/2012	Sugden et al.	
2012/0269494	A1	10/2012	Satyanarayana et al.	
2012/0293548	A1	11/2012	Perez et al.	
2012/0299962	A1	11/2012	White et al.	
2012/0304111	A1	11/2012	Queru	
2012/0306920	A1	12/2012	Bathiche et al.	

(56)

References Cited

U.S. PATENT DOCUMENTS

2012/0308209 A1 12/2012 Zaletel  
 2012/0317484 A1 12/2012 Gomez et al.  
 2012/0324494 A1\* 12/2012 Burger ..... H04H 60/33  
 725/12  
 2012/0327119 A1 12/2012 Woo et al.  
 2012/0329432 A1 12/2012 Gupta et al.  
 2013/0021373 A1 1/2013 Vaught et al.  
 2013/0027572 A1 1/2013 Petrou  
 2013/0032634 A1\* 2/2013 McKirdy ..... A61B 5/0205  
 235/375  
 2013/0044128 A1 2/2013 Liu et al.  
 2013/0044129 A1 2/2013 Latta et al.  
 2013/0050258 A1\* 2/2013 Liu et al. .... 345/633  
 2013/0050432 A1 2/2013 Perez et al.  
 2013/0054622 A1\* 2/2013 Karmarkar et al. .... 707/749  
 2013/0057577 A1 3/2013 Jeong  
 2013/0076788 A1 3/2013 Ben Zvi  
 2013/0083003 A1 4/2013 Perez et al.  
 2013/0083007 A1 4/2013 Geisner et al.  
 2013/0083009 A1 4/2013 Geisner et al.  
 2013/0085345 A1 4/2013 Geisner et al.  
 2013/0093788 A1 4/2013 Liu et al.  
 2013/0125027 A1 5/2013 Abovitz  
 2013/0128364 A1\* 5/2013 Wheeler ..... A61B 3/113  
 359/630  
 2013/0141453 A1\* 6/2013 Devara ..... G09G 5/10  
 345/589  
 2013/0147836 A1 6/2013 Small et al.  
 2013/0162632 A1 6/2013 Varga et al.  
 2013/0170697 A1 7/2013 Zises  
 2013/0188032 A1 7/2013 Vertegaal  
 2013/0194164 A1 8/2013 Sugden et al.  
 2013/0218721 A1 8/2013 Borhan et al.  
 2013/0278631 A1 10/2013 Border et al.  
 2013/0290233 A1 10/2013 Ferren et al.  
 2013/0326583 A1 12/2013 Freihold et al.  
 2013/0335573 A1 12/2013 Forutanpour et al.  
 2013/0342571 A1 12/2013 Kinnebrew et al.  
 2014/0002357 A1 1/2014 Pombo et al.  
 2014/0063055 A1\* 3/2014 Osterhout et al. .... 345/633  
 2014/0092130 A1 4/2014 Anderson et al.  
 2014/0100997 A1 4/2014 Mayerle et al.  
 2014/0108309 A1 4/2014 Frank et al.  
 2014/0129342 A1 5/2014 Sanghavi et al.  
 2014/0225898 A1 8/2014 Fyke et al.  
 2014/0237366 A1 8/2014 Poulos et al.

FOREIGN PATENT DOCUMENTS

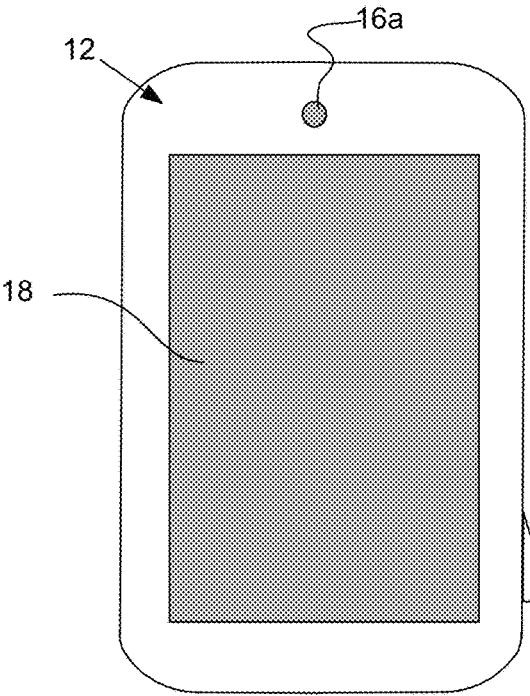
EP 1 271 293 A2 1/2003  
 EP 2 418 563 A2 2/2012  
 EP 2 442 539 A1 4/2012  
 KR 10-2012-0066552 A 6/2012  
 WO WO 2012/108721 A2 8/2012

OTHER PUBLICATIONS

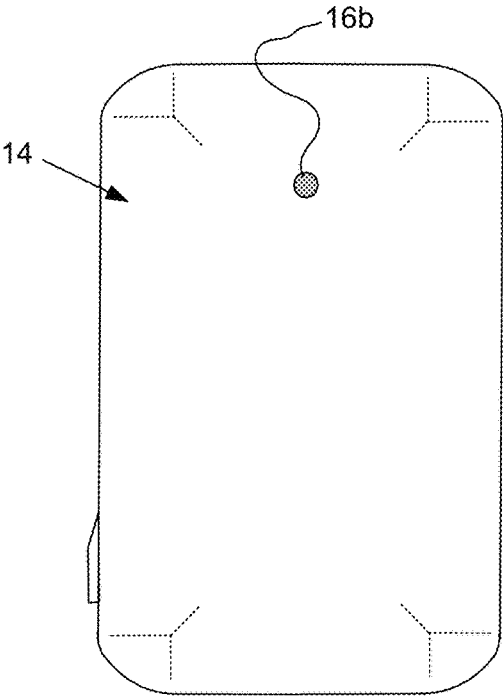
Inbar, Ori; "Top 10 Augmented Reality Demos That Will Revolutionize Video Games"; Games Alfresco; posted on Mar. 3, 2008, printed on Sep. 27, 2012; pp. 1-19; located at: <http://gamesalfresco.com/2008/03/03/top-10-augmented-reality-demos-that-will-revolutionize-video-games/>.  
 "Qualcomm Augmented Reality Sample Apps"; Qualcomm; bearing a date of May 18, 2011, printed on Sep. 27, 2012; pp. 1-2; Qualcomm Incorporated; located at: <http://www.qualcomm.com/media/videos/qualcomm-augmented-reality-sample-apps?search=augmented%20reality&channel=11>.  
 Shinymedia; "Demo: World's First Augmented Reality Glasses—Vuzix Wrap 920 AR"; YouTube; uploaded Oct. 27, 2010; pp. 1-2; located at: <http://www.youtube.com/watch?v=xfiZQW0k2Ro>.

Taoistflyer; "Google Glasses (How It Works)"; YouTube; uploaded Apr. 7, 2012; pp. 1-2; located at: <http://www.youtube.com/watch?v=Nc4ox89bofk&feature=related>.  
 Total Immersion Home Page; bearing a date of 2012, printed on Sep. 27, 2012; pp. 1-2; Total Immersion; located at: <http://www.t-immersion.com/>.  
 Toucharcade; "Augmented Reality Demo"; YouTube; uploaded Mar. 26, 2009; pp. 1-2; located at: <http://www.youtube.com/watch?v=QoZRHLmUKtM>.  
 Vuzix—View the Future Today Home Page; bearing a date of Sep. 18, 2012, printed on Sep. 27, 2012; p. 1; Vuzix; located at: <http://www.vuzix.com/home/>.  
 Broll et al.; "An Infrastructure for Realizing Custom-Tailored Augmented Reality User Interfaces"; IEEE Transactions on Visualization and Computer Graphics; Nov./Dec. 2005; pp. 722-733; vol. 11, No. 6; IEEE Computer Society.  
 Irawati et al.; "VARU Framework: Enabling Rapid Prototyping of VR, AR and Ubiquitous Applications"; IEEE Virtual Reality Conference, Reno, NV; Mar. 8-12, 2008; pp. 201-208.  
 PCT International Search Report; International App. No. PCT/US2014/025639; dated Jul. 17, 2014; pp. 1-4.  
 PCT International Search Report; International App. No. PCT/US2014/025604; dated Jul. 11, 2014; pp. 1-3.  
 PCT International Search Report; International App. No. PCT/US2014/025669; dated Jul. 9, 2014; pp. 1-3.  
 PCT International Search Report; International App. No. PCT/US2014/025579; dated Jul. 29, 2014; pp. 1-4.  
 PCT International Search Report; International App. No. PCT/US2014/016022; dated Jun. 6, 2014; pp. 1-3.  
 Bonsor, Kevin; "How Augmented Reality Works"; bearing a date of Dec. 20, 2010; located at: <http://computer.howstuffworks.com/augmented-reality.htm>; pp. 1-3.  
 Butz, et al.; "Enveloping Users and Computers in a Collaborative 3D Augmented Reality"; bearing a date of Oct. 20-21, 1999; pp. 35-44; Augmented Reality IEEE.  
 European Patent Office, Extended European Search Report, Pursuant to Rule 62 EPC; App. No. EP 14 76 7447; dated Sep. 21, 2016 (received by our agent on Oct. 6, 2016); pp. 1-7.  
 European Patent Office, Extended European Search Report, Pursuant to Rule 62 EPC; App. No. EP 14 76 9243.8; dated Oct. 12, 2016 (received by our agent on Oct. 17, 2016); pp. 1-10.  
 European Patent Office, Extended European Search Report, Pursuant to Rule 62 EPC; App. No. EP 14 77 0781.4; dated Oct. 12, 2016 (received by our agent on Oct. 13, 2016); pp. 1-10.  
 European Patent Office, Extended European Search Report, Pursuant to Rule 62 EPC; App. No. EP 14 77 0115.5; dated Oct. 12, 2016 (received by our agent on Oct. 13, 2016); pp. 1-10.  
 Rekimoto, et al.; "Augment-able Reality: Situated Communication through Physical and Digital Spaces"; bearing a date of Oct. 19-20, 1998; pp. 68-75; Wearable Computers.  
 Rekimoto, et al.; "CyberCode: Designing Augmented Reality Environments with Visual Tags"; bearing a date of Apr. 1, 2000; pp. 1-10; ACM.  
 Takacs, Gabriel et al.; "Outdoors Augmented Reality on Mobile Phone using Loxel-Based Visual Feature Organization"; Multimedia Information Retrieval 2008; bearing a date of Oct. 30-31, 2008; pp. 427-434; ACM.  
 Correia et al.; "HyperMem: A System to Store and Replay Experiences in Mixed Reality Worlds"; Proceedings of the 2005 International Conference on Cyberworlds (CW' 05); bearing a date of 2005; created on Oct. 25, 2016; 8 pages; IEEE.  
 European Patent Office, Supplementary European Search Report, Pursuant to Rule 62 EPC; App. No. EP 147515316; dated Sep. 9, 2016 (received by our Agent on Sep. 9, 2016); pp. 1-11  
 Chinese State Intellectual Property Office, First Office Action, App. No. 201480028245.3 (Based on PCT Patent Application No. PCT/2014/025579); dated Feb. 14, 2018; (machine translation provided herewith, 13 pages total).  
 European Patent Office, Communication Pursuant to Article 94(3) EPC; App. No. EP 14770115.5; dated Oct. 15, 2018 (received by our Agent Oct. 17, 2018); pp. 1-9.

\* cited by examiner



10  
FIG. 1A



10  
FIG. 1B

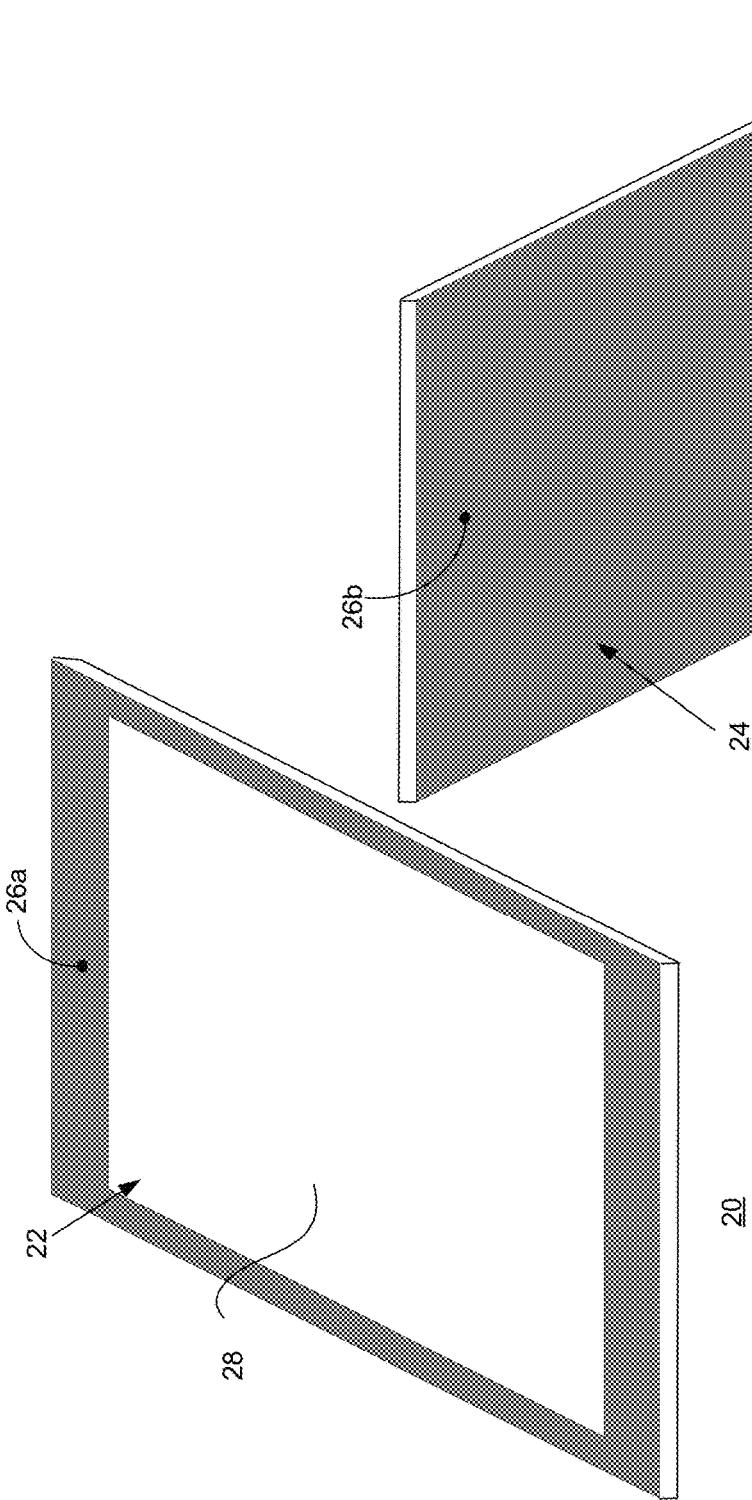


FIG. 2A

FIG. 2B

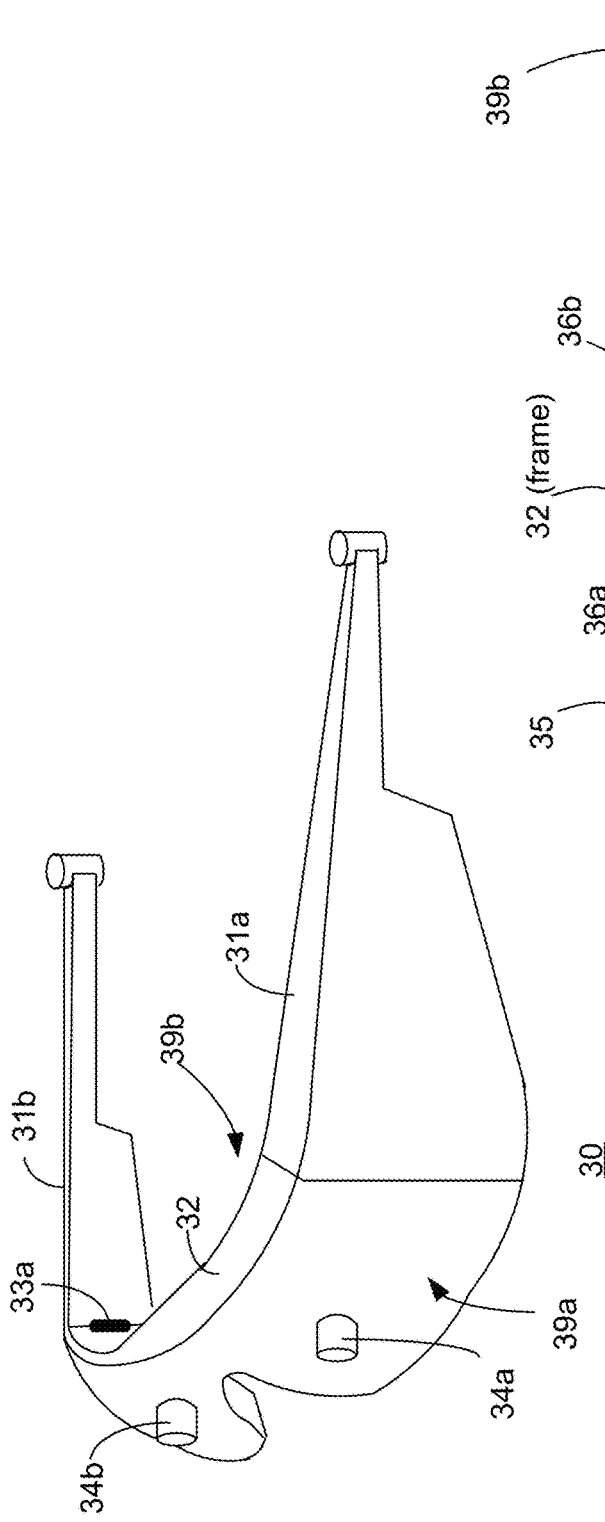


FIG. 3A

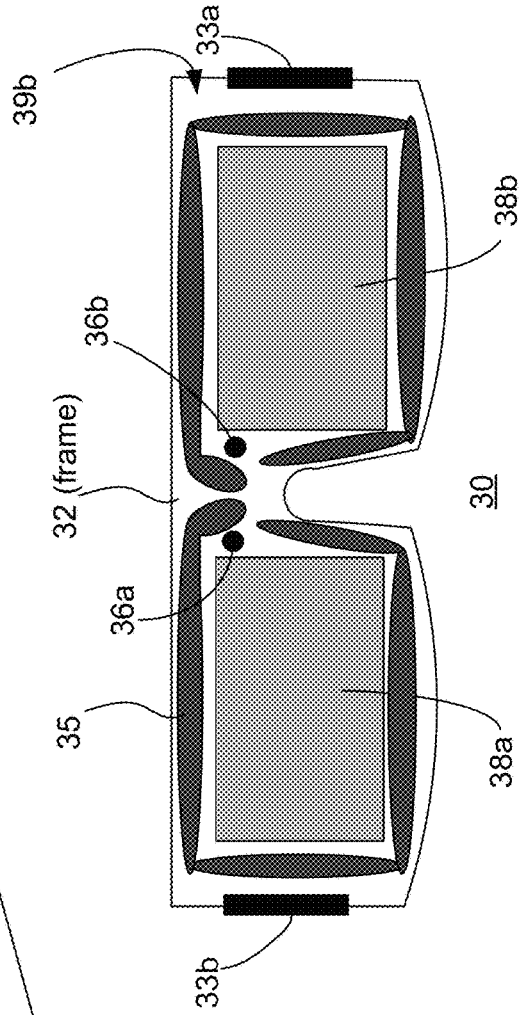


FIG. 3B

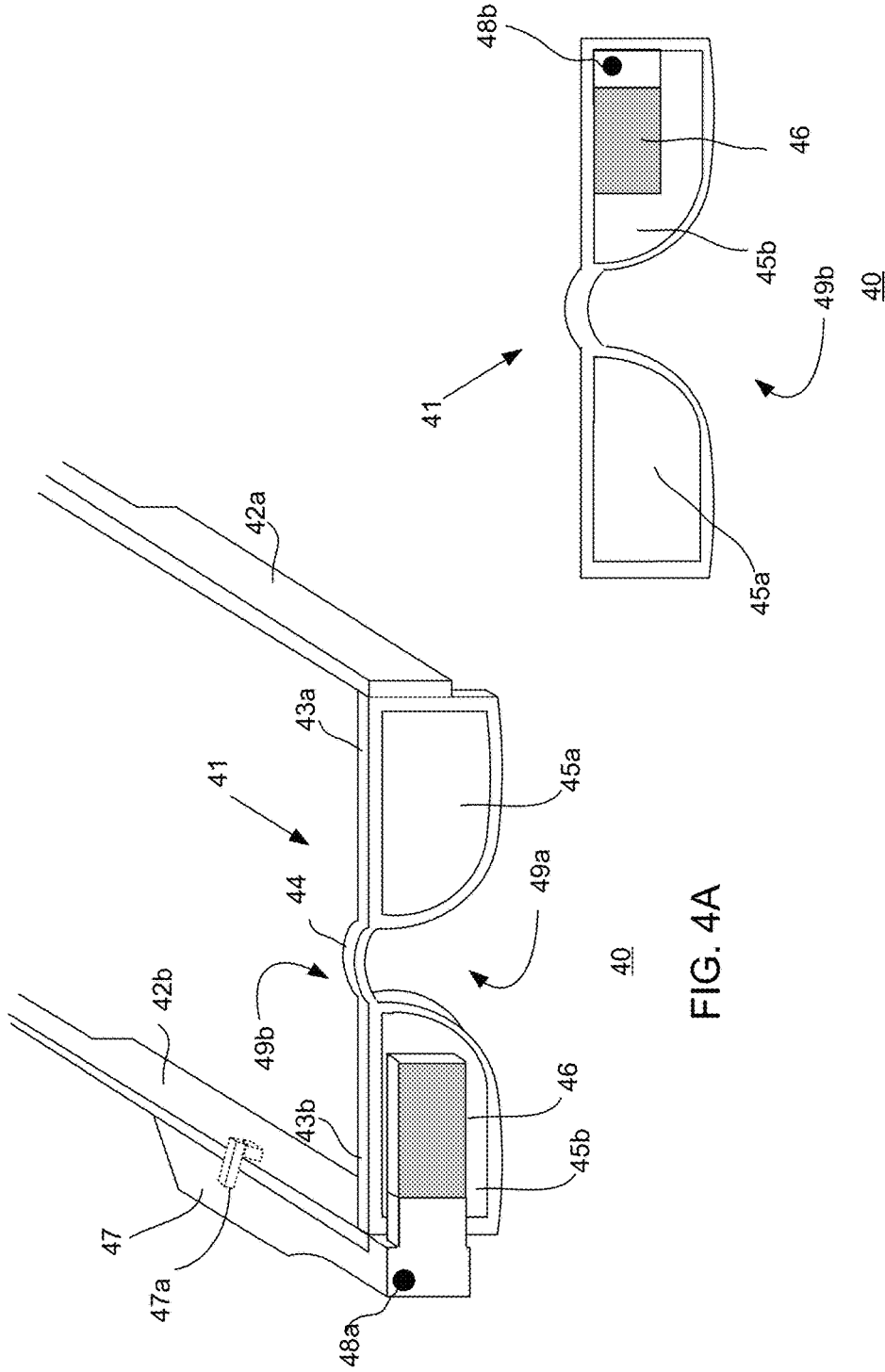


FIG. 4A

FIG. 4B

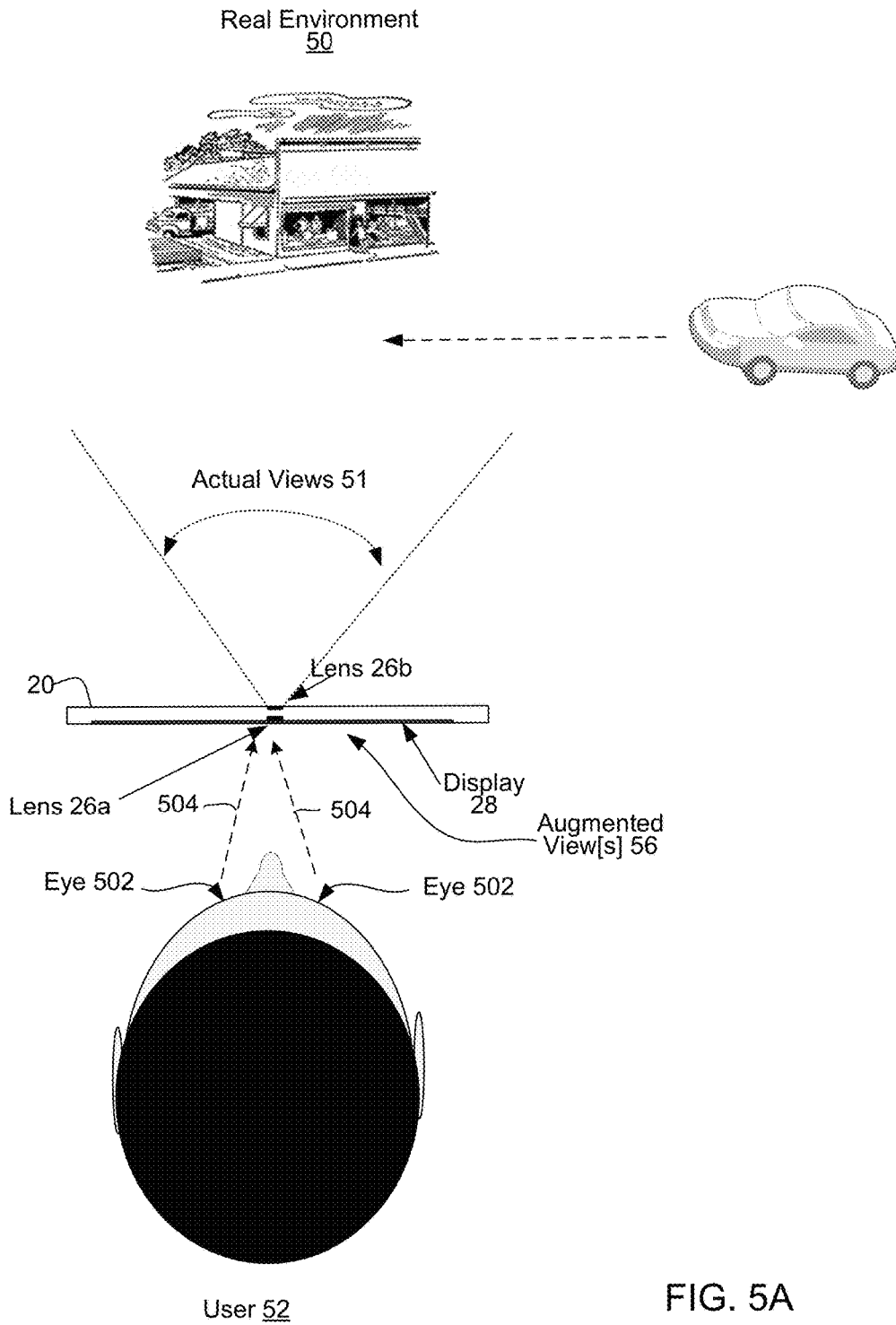


FIG. 5A



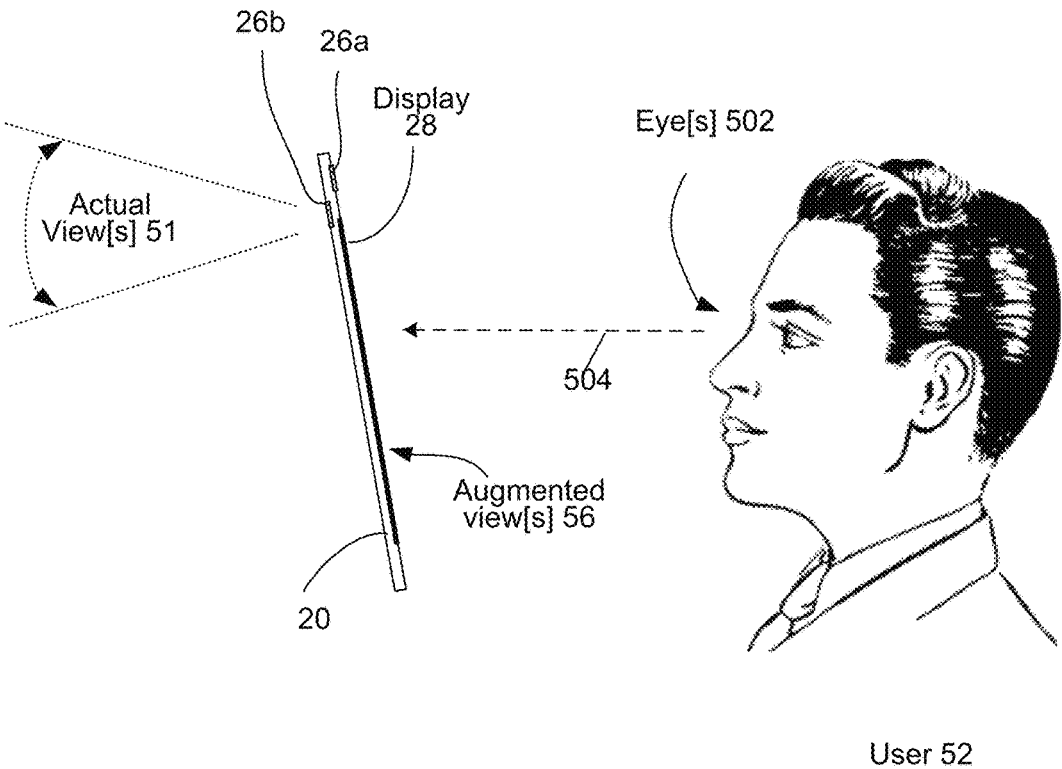
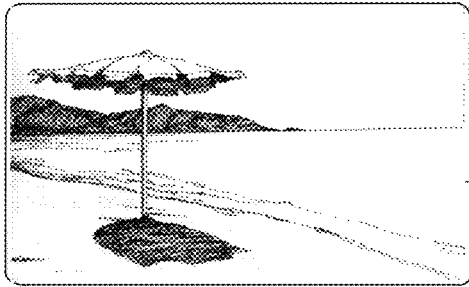


FIG. 5B

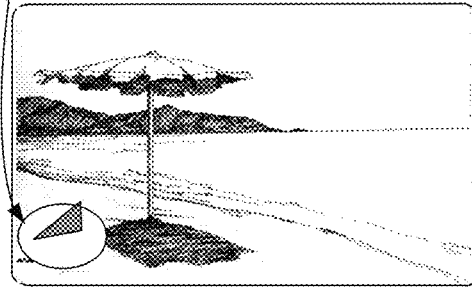
Replacement Sheet



Actual View 60a

FIG. 6A

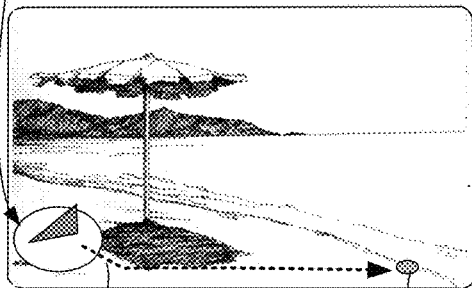
64a



Aug View 60b

FIG. 6B

64a



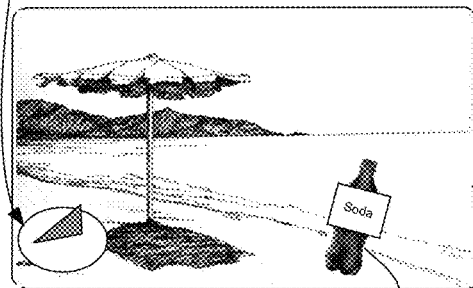
Aug View 60c

Dwell path 66a

Eye focus 65a

FIG. 6C

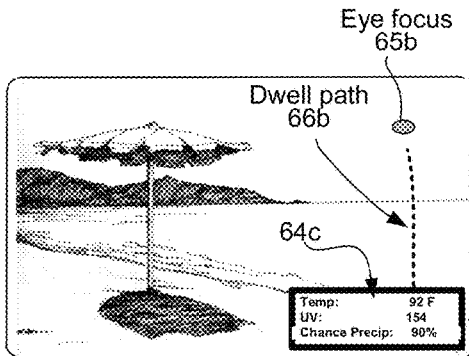
64a



Aug View 60d

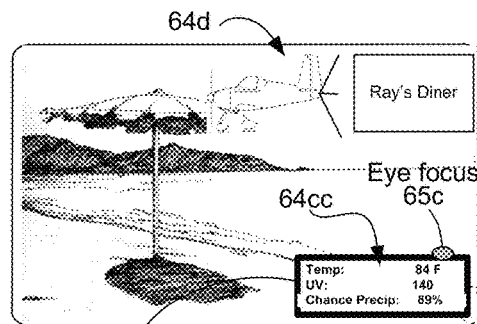
FIG. 6D

64b



Aug View 60e

FIG. 6E



Aug. Aspect 67a

Aug View 60f

FIG. 6F

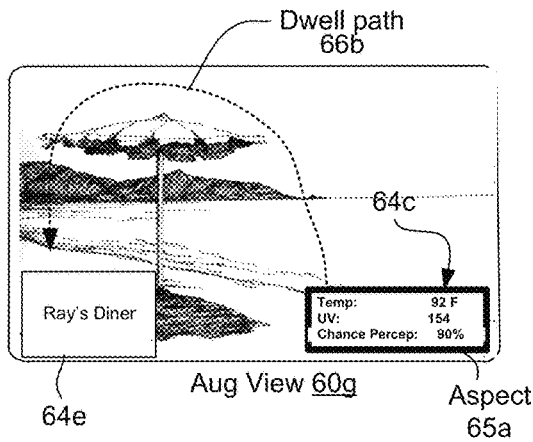


FIG. 6G

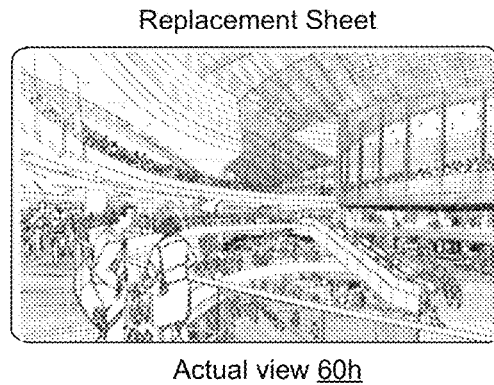


FIG. 6H

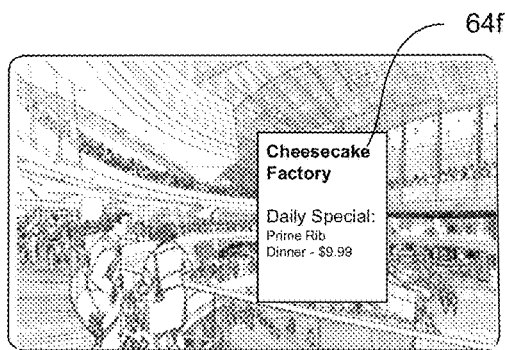


FIG. 6I

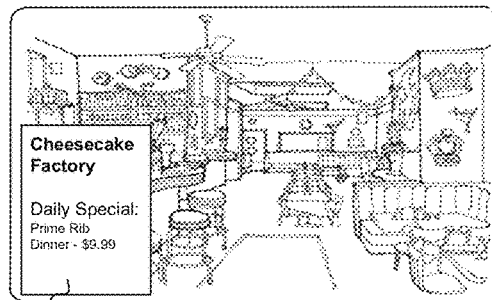
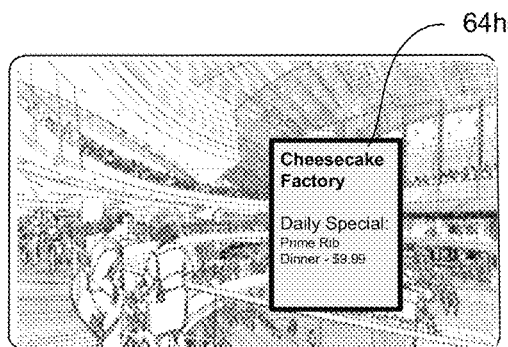


FIG. 6K



Aug view 60m

FIG. 6M

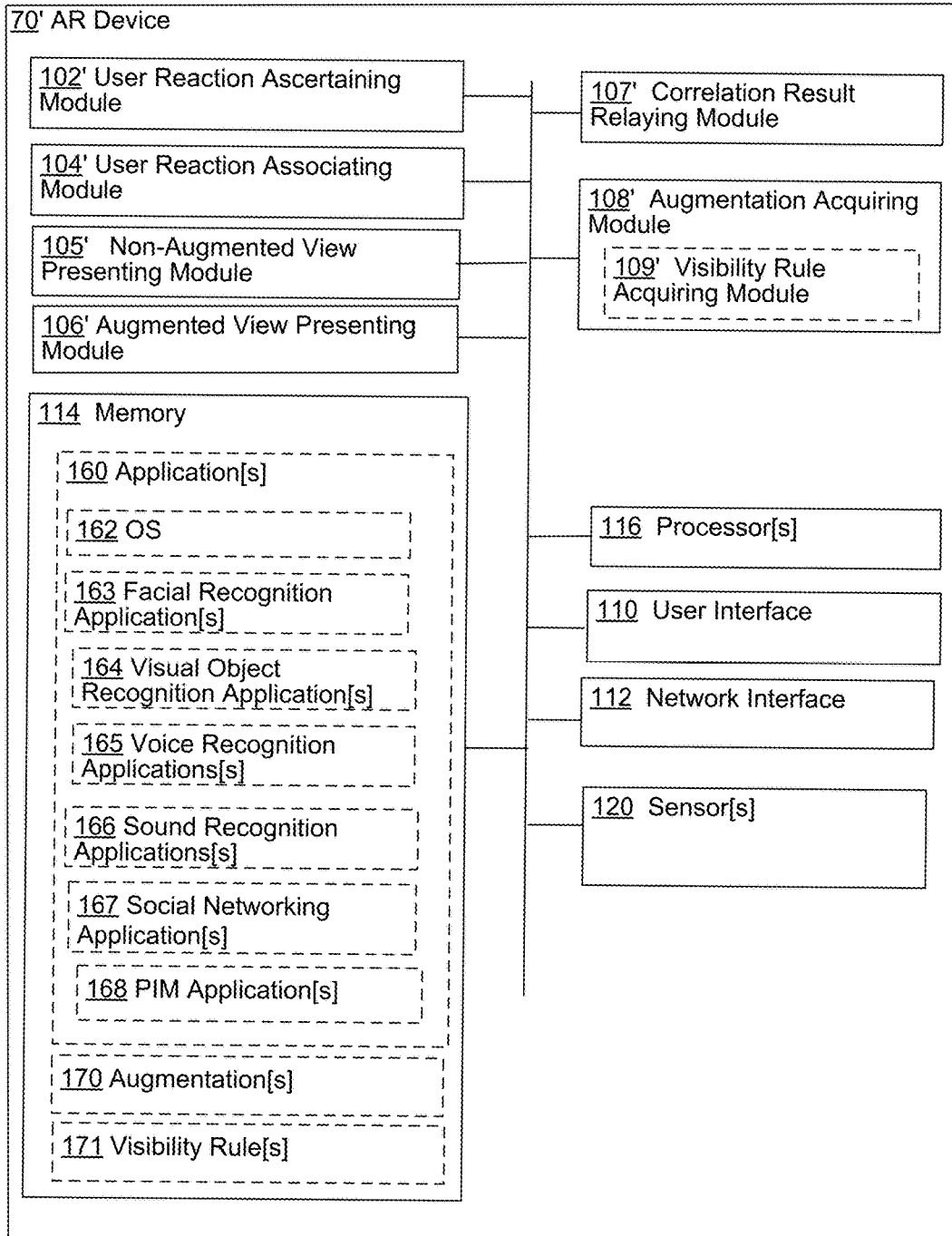


FIG. 7A

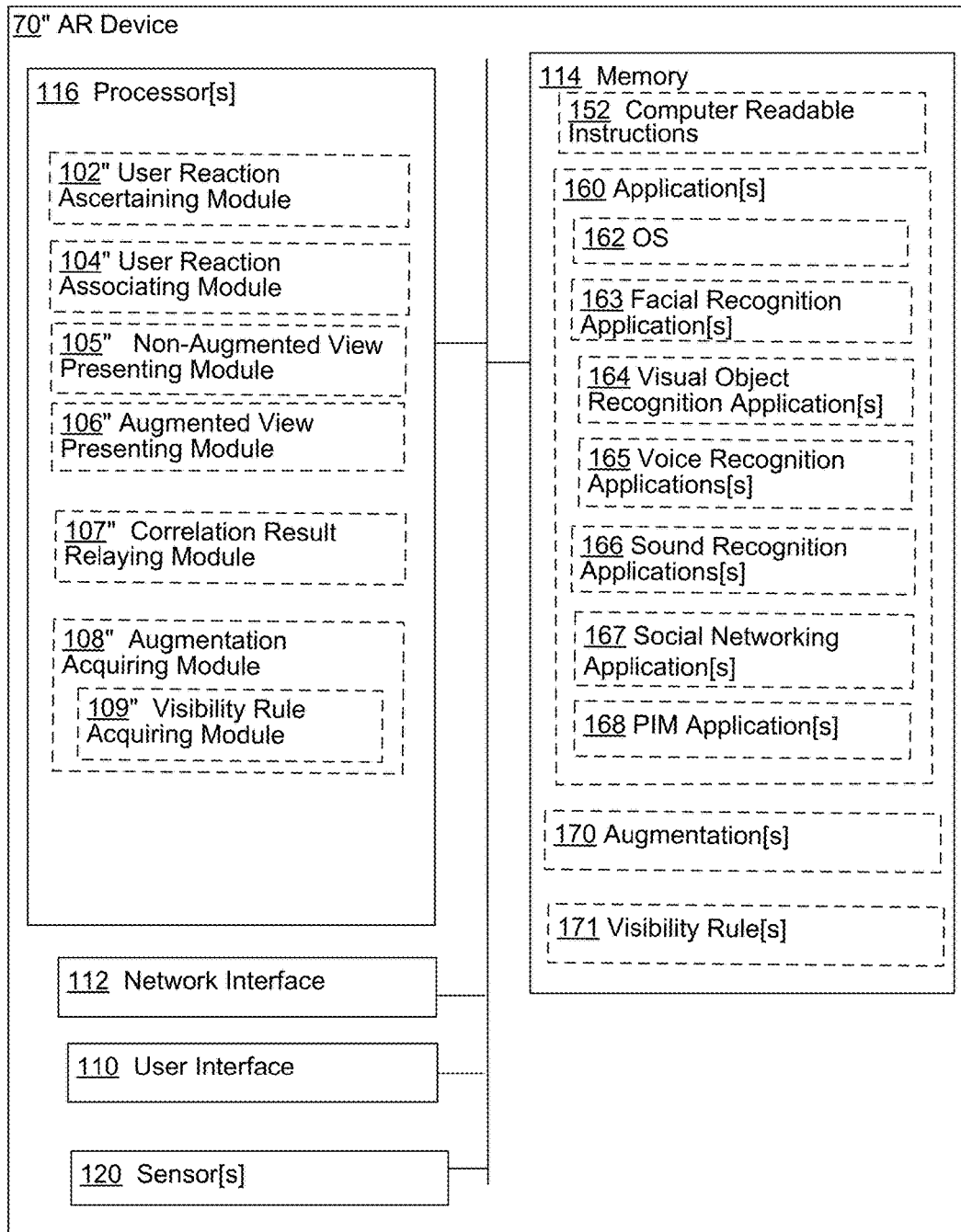


FIG. 7B

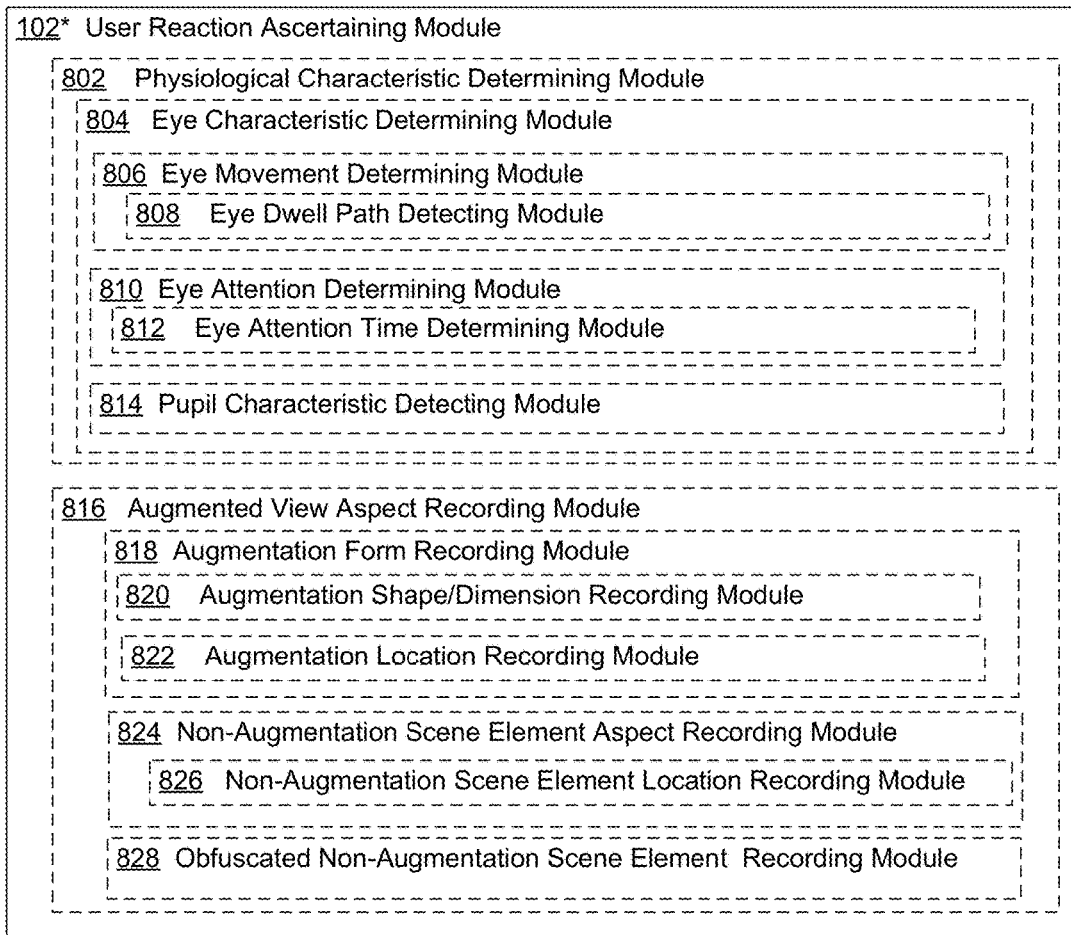


FIG. 8A

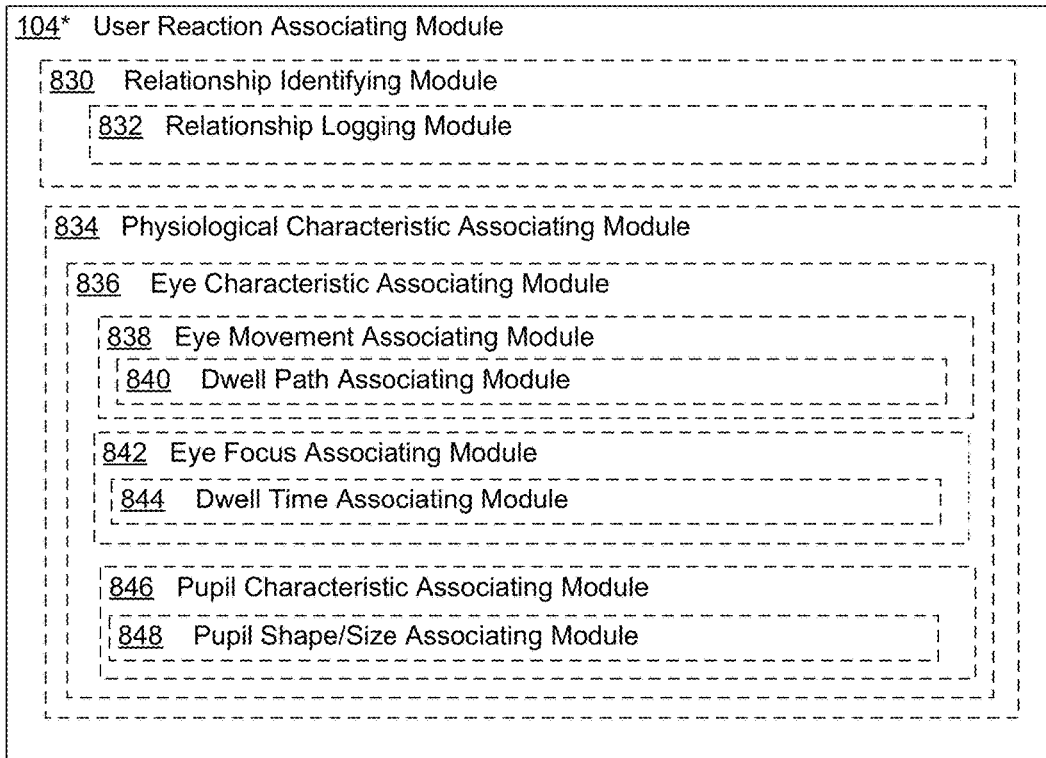


FIG. 8B

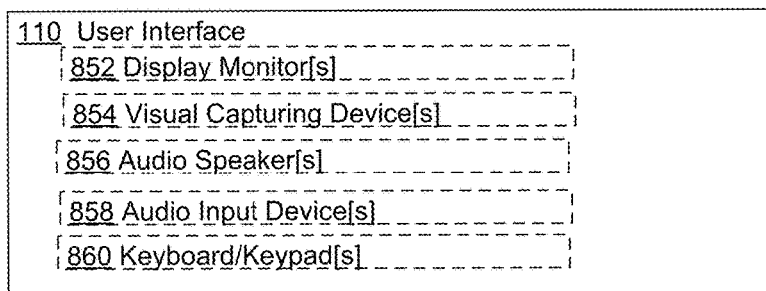


FIG. 8C

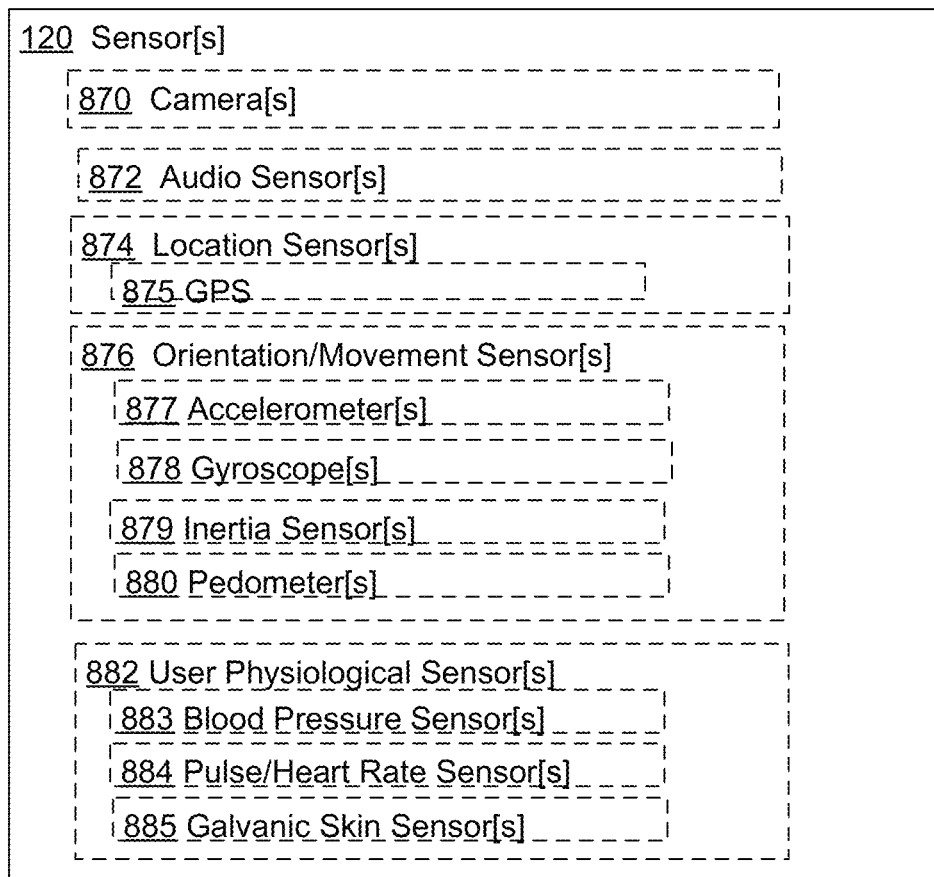


FIG. 8D



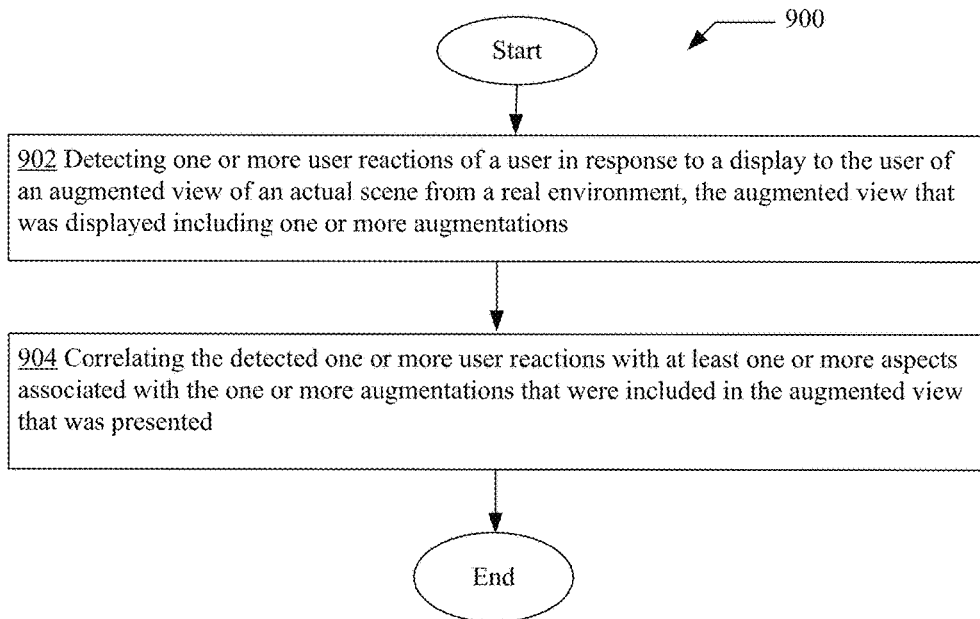


FIG. 9

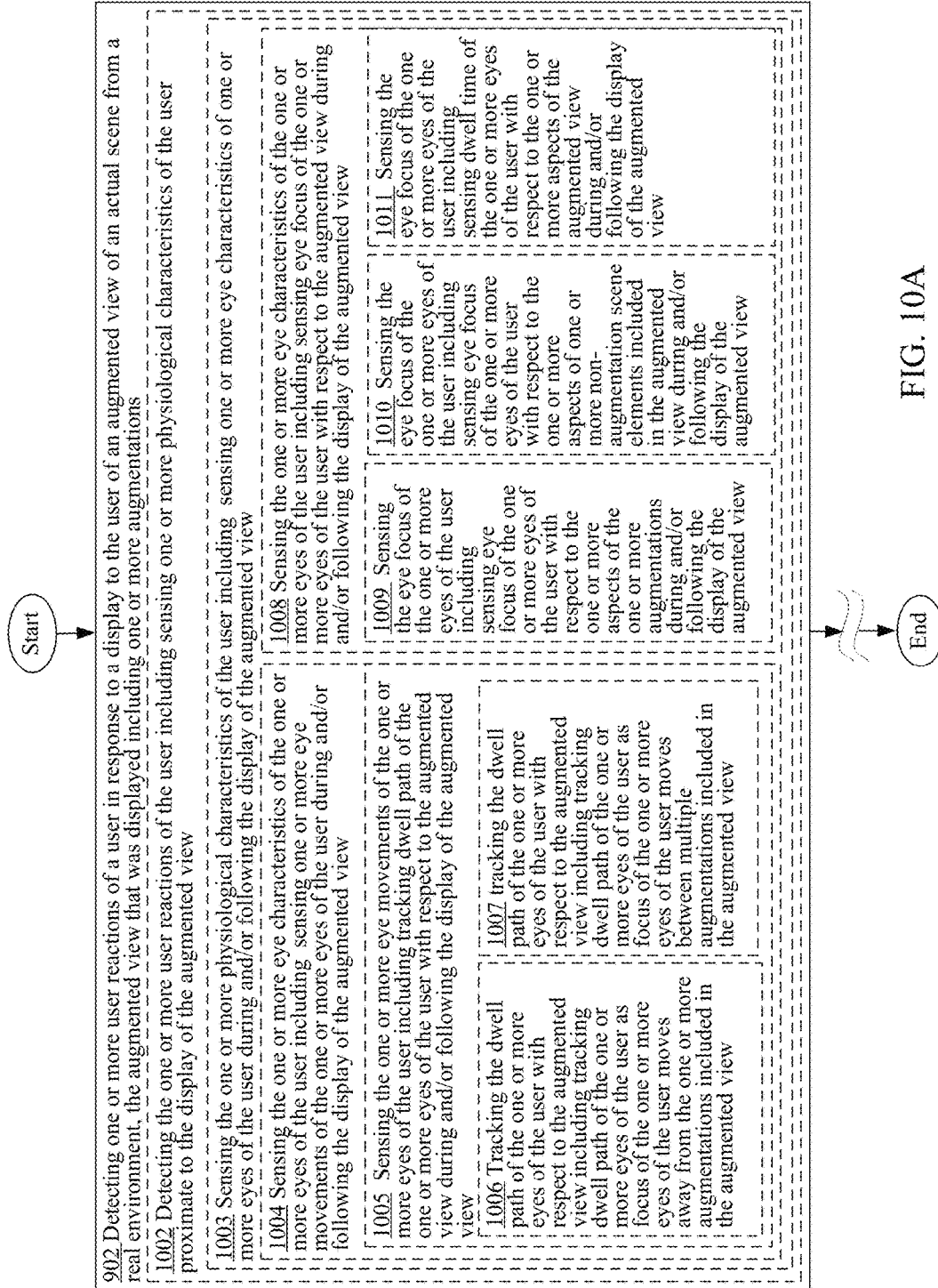


FIG. 10A

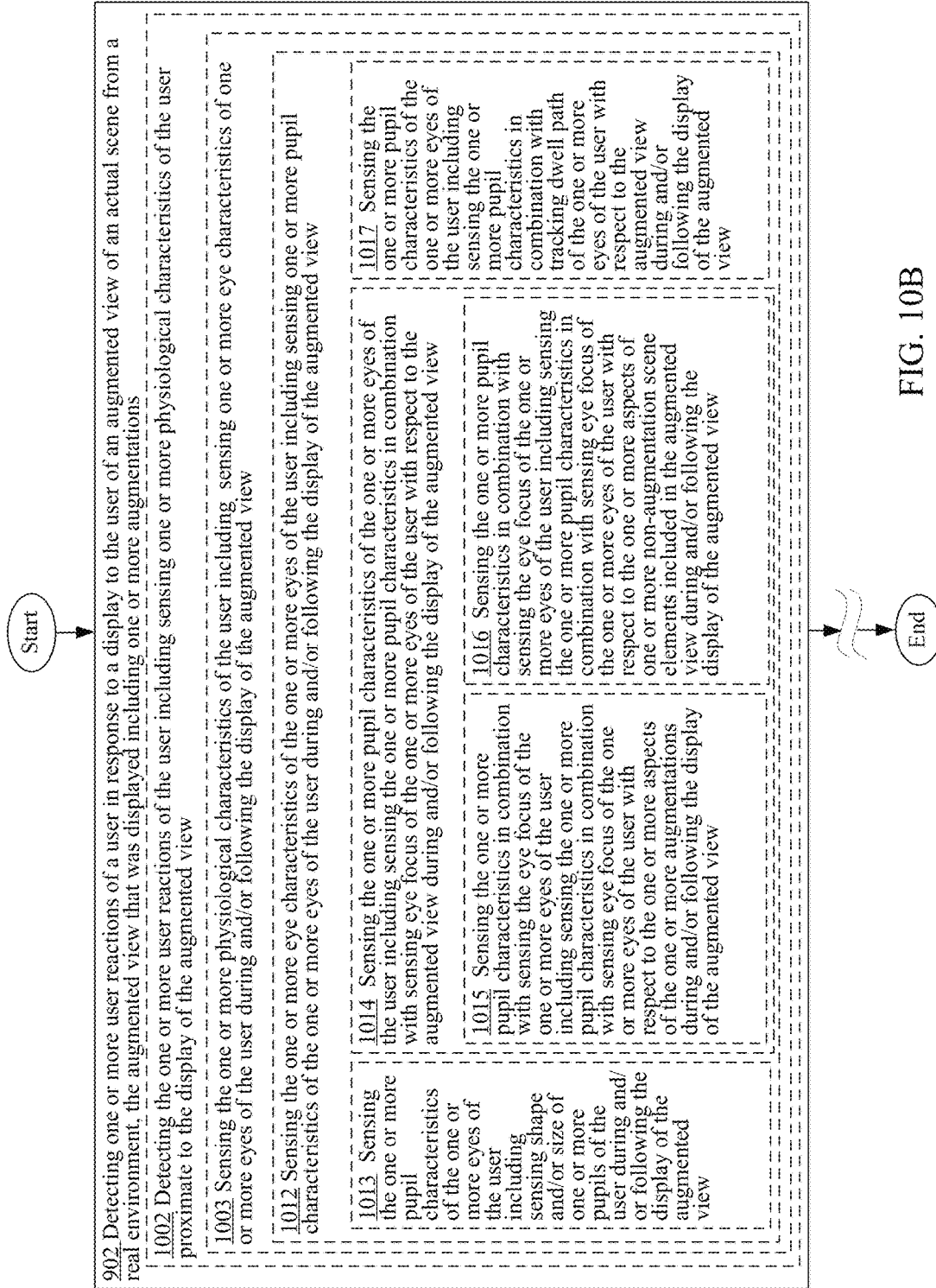


FIG. 10B

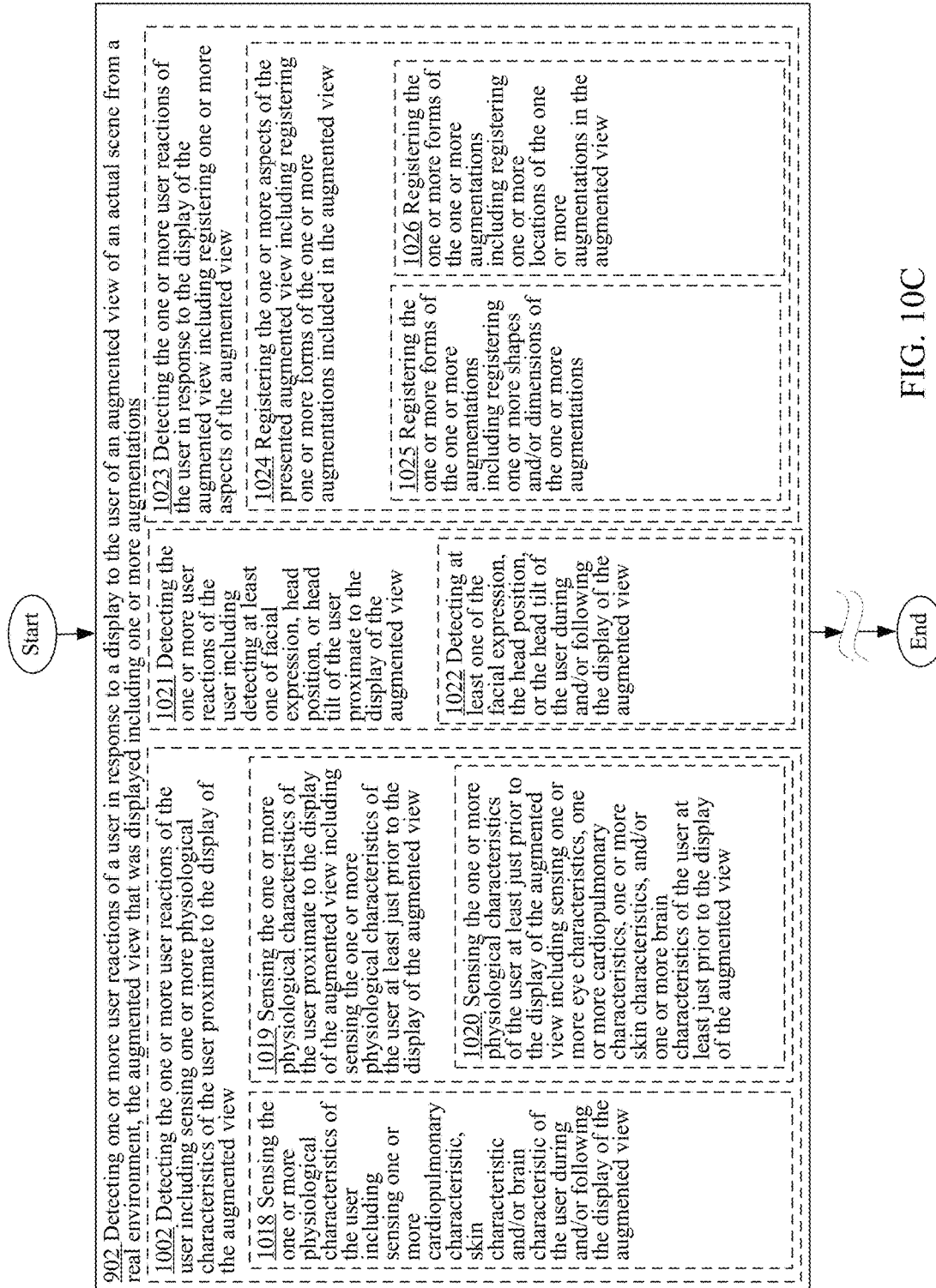


FIG. 10C

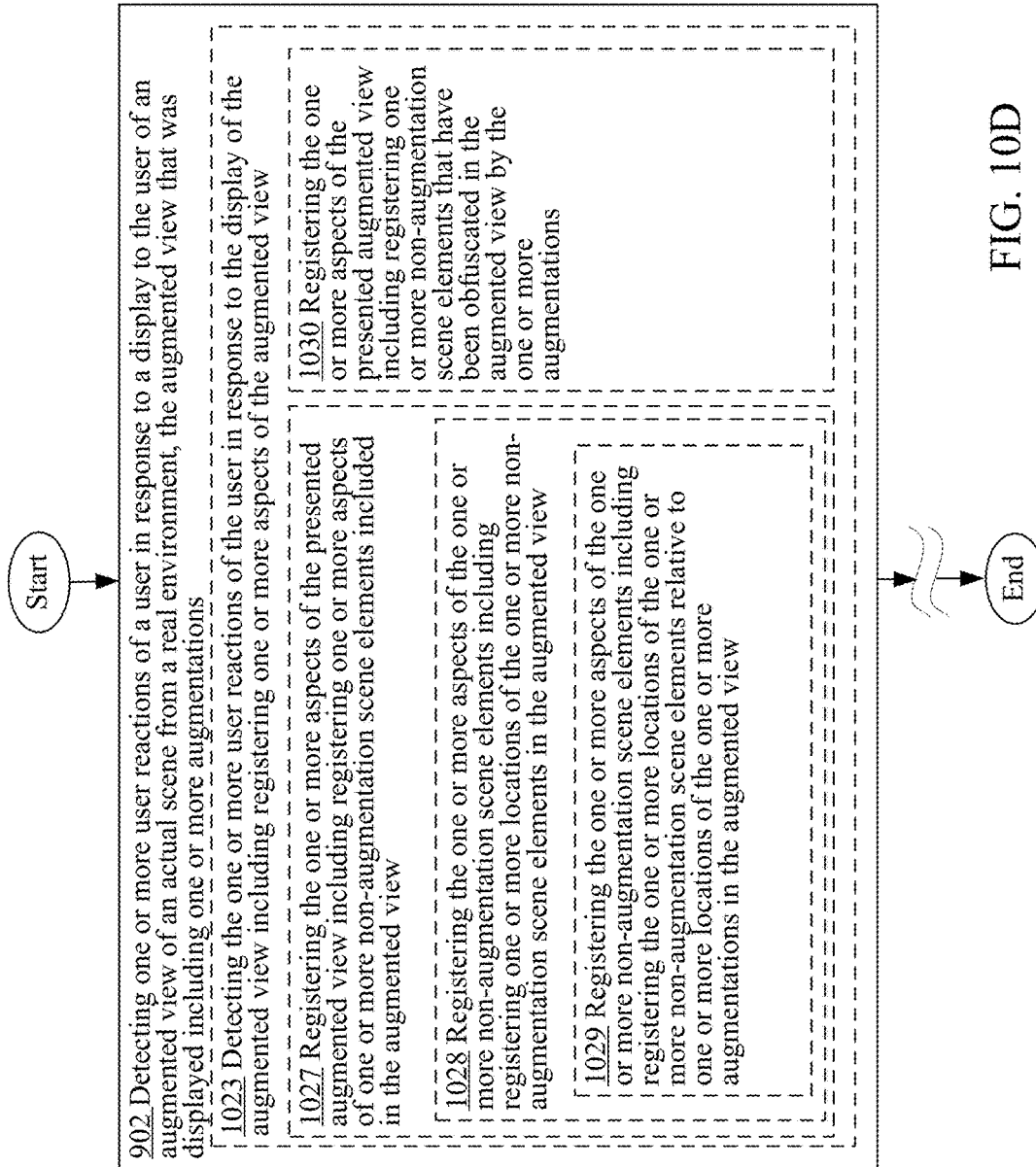


FIG. 10D

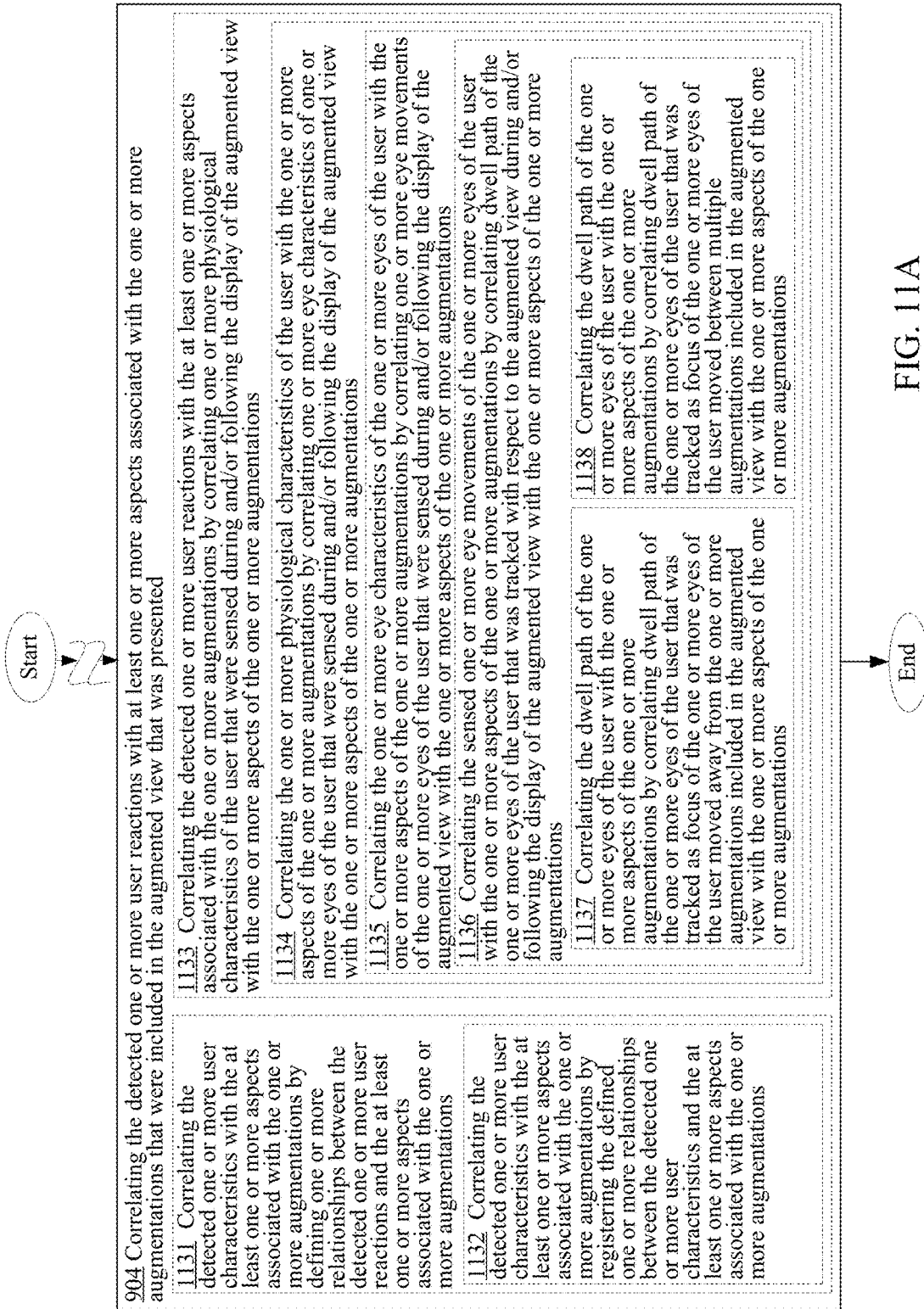


FIG. 11A

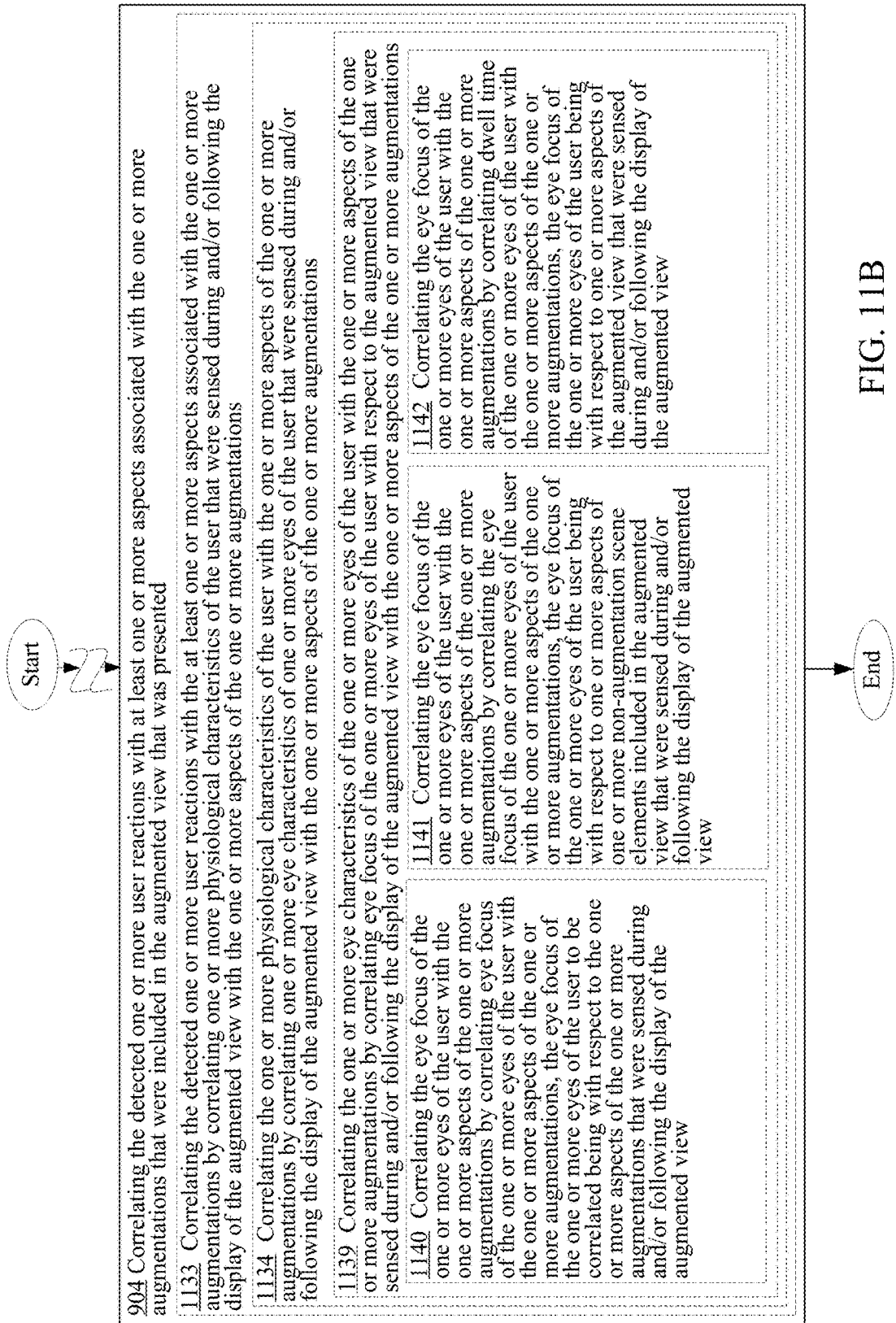


FIG. 11B

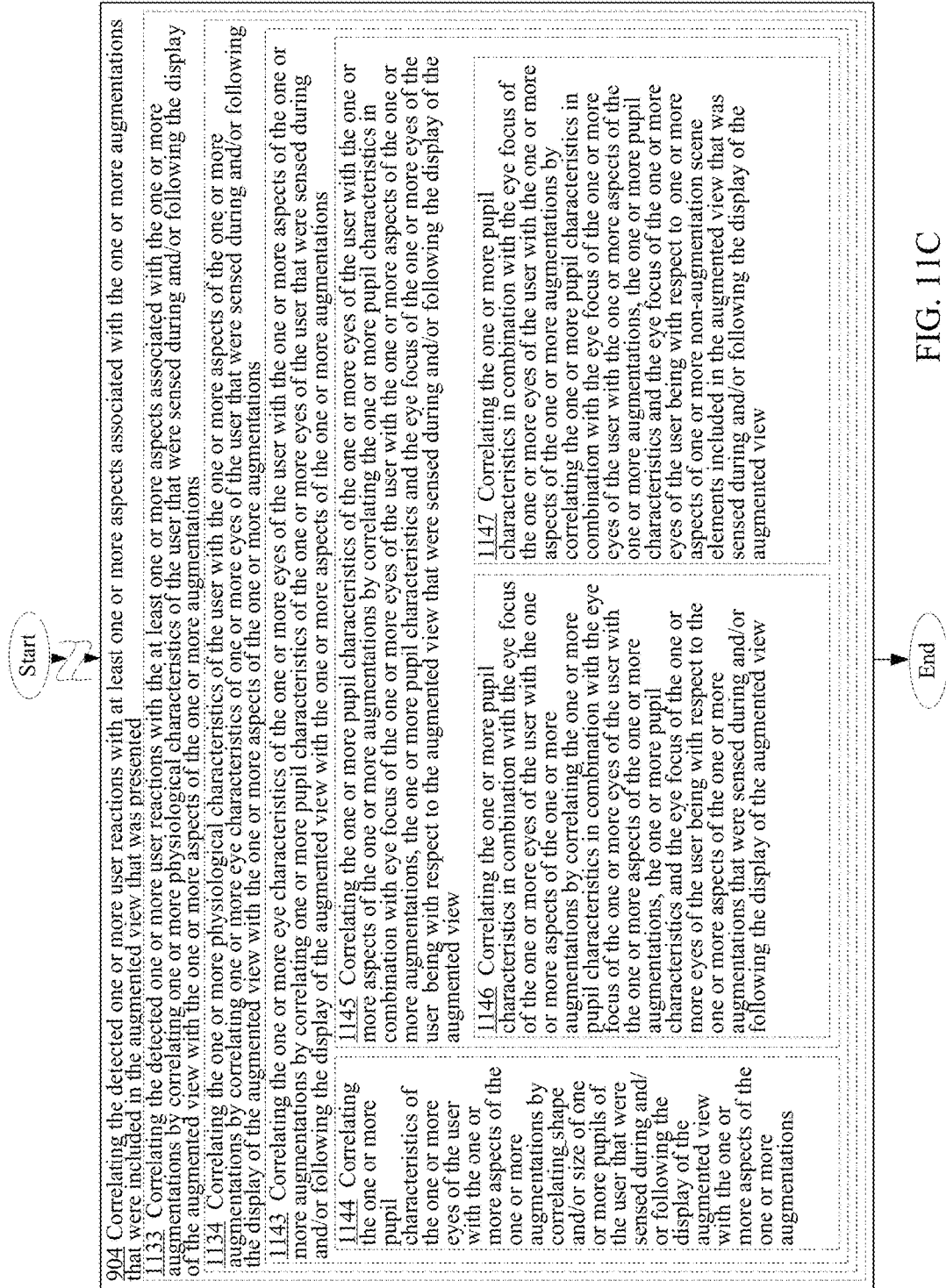


FIG. 11C



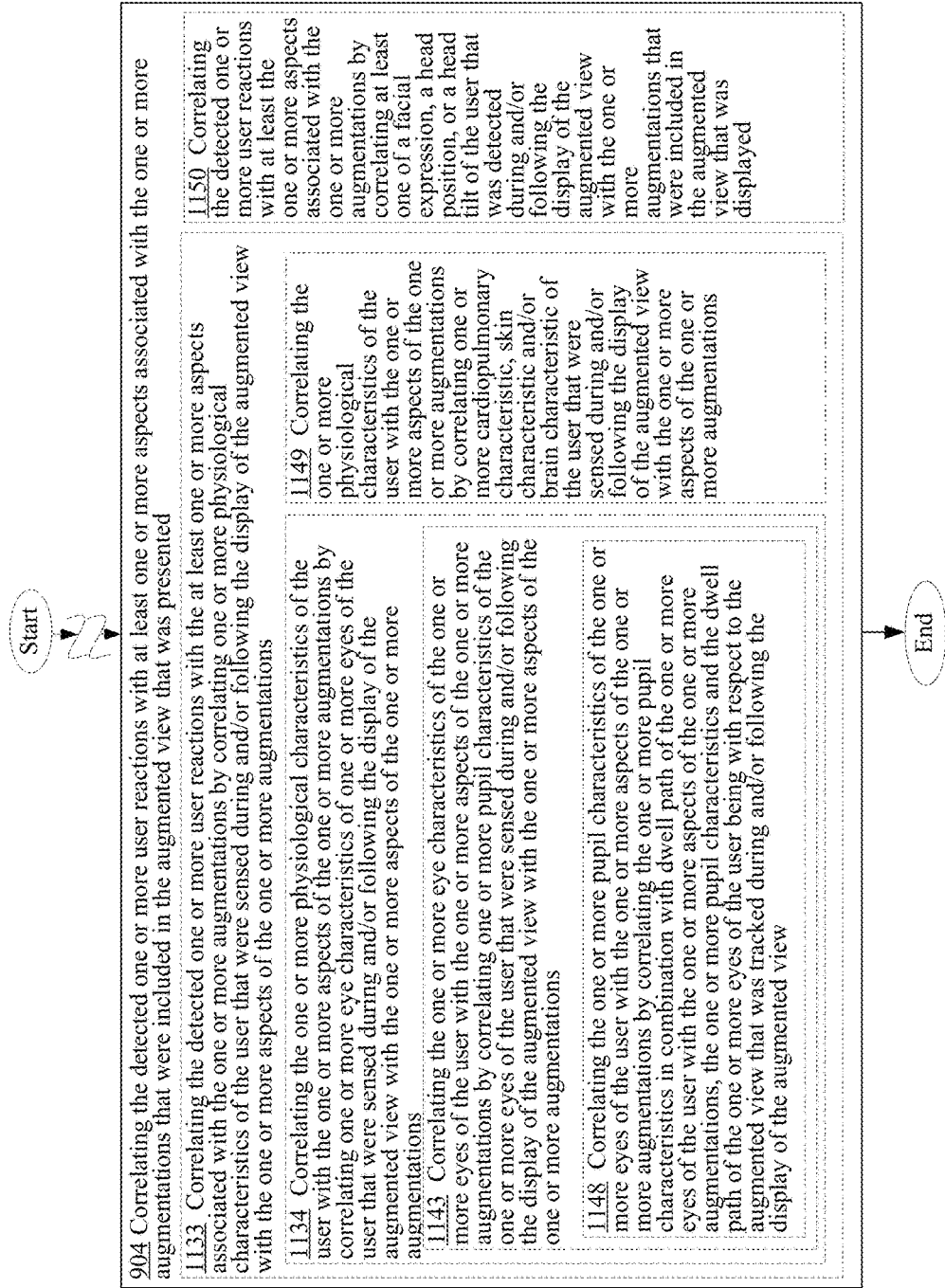


FIG. 11D

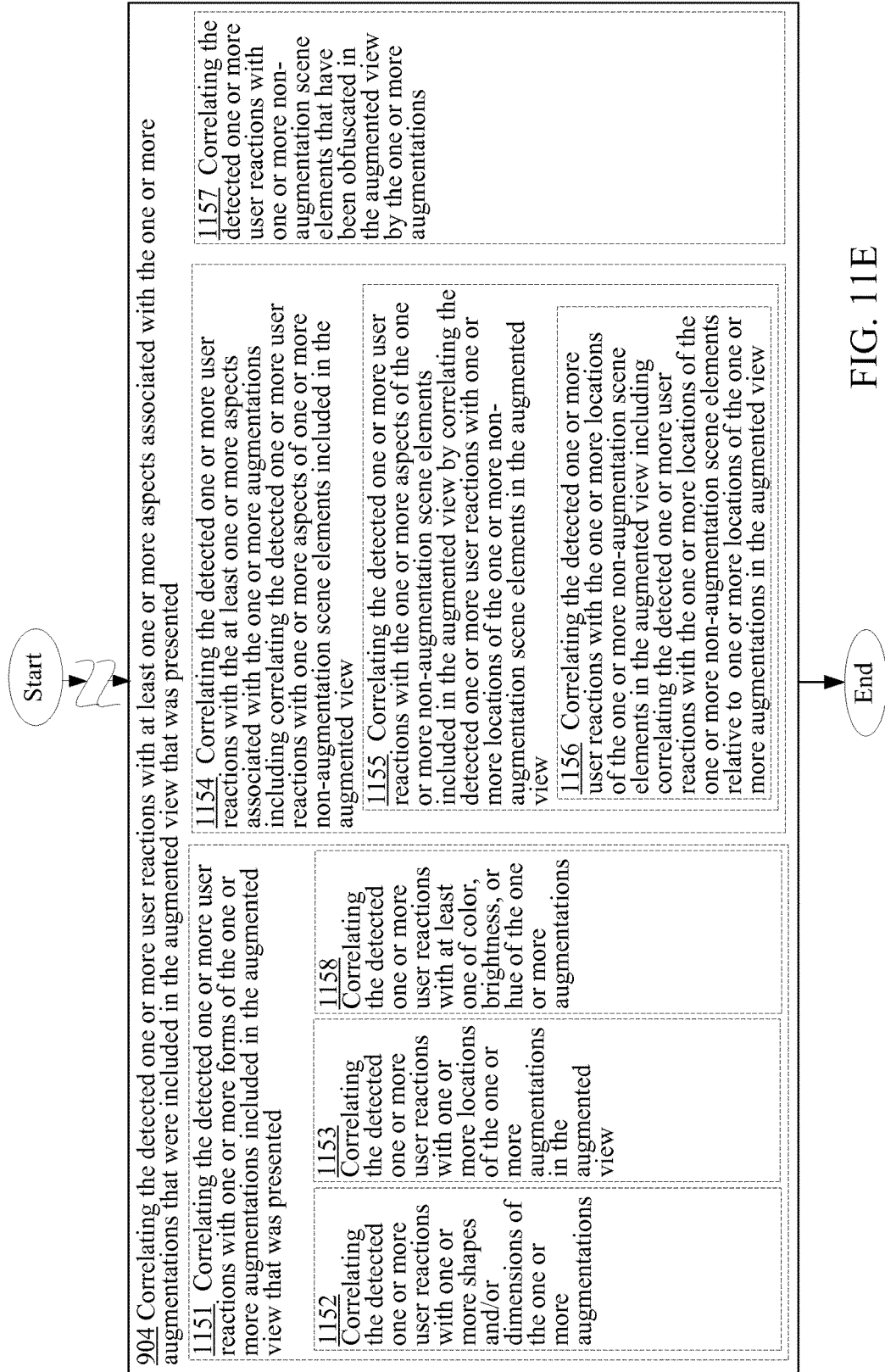


FIG. 11E

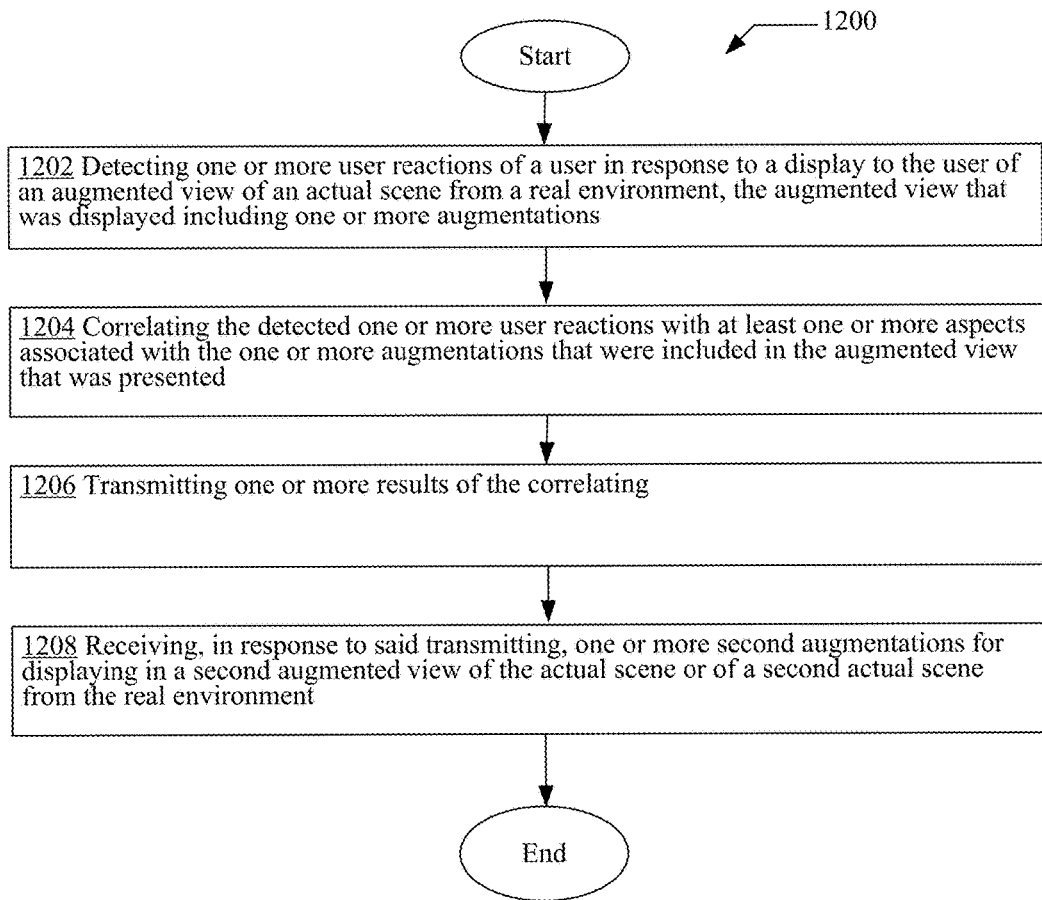


FIG. 12

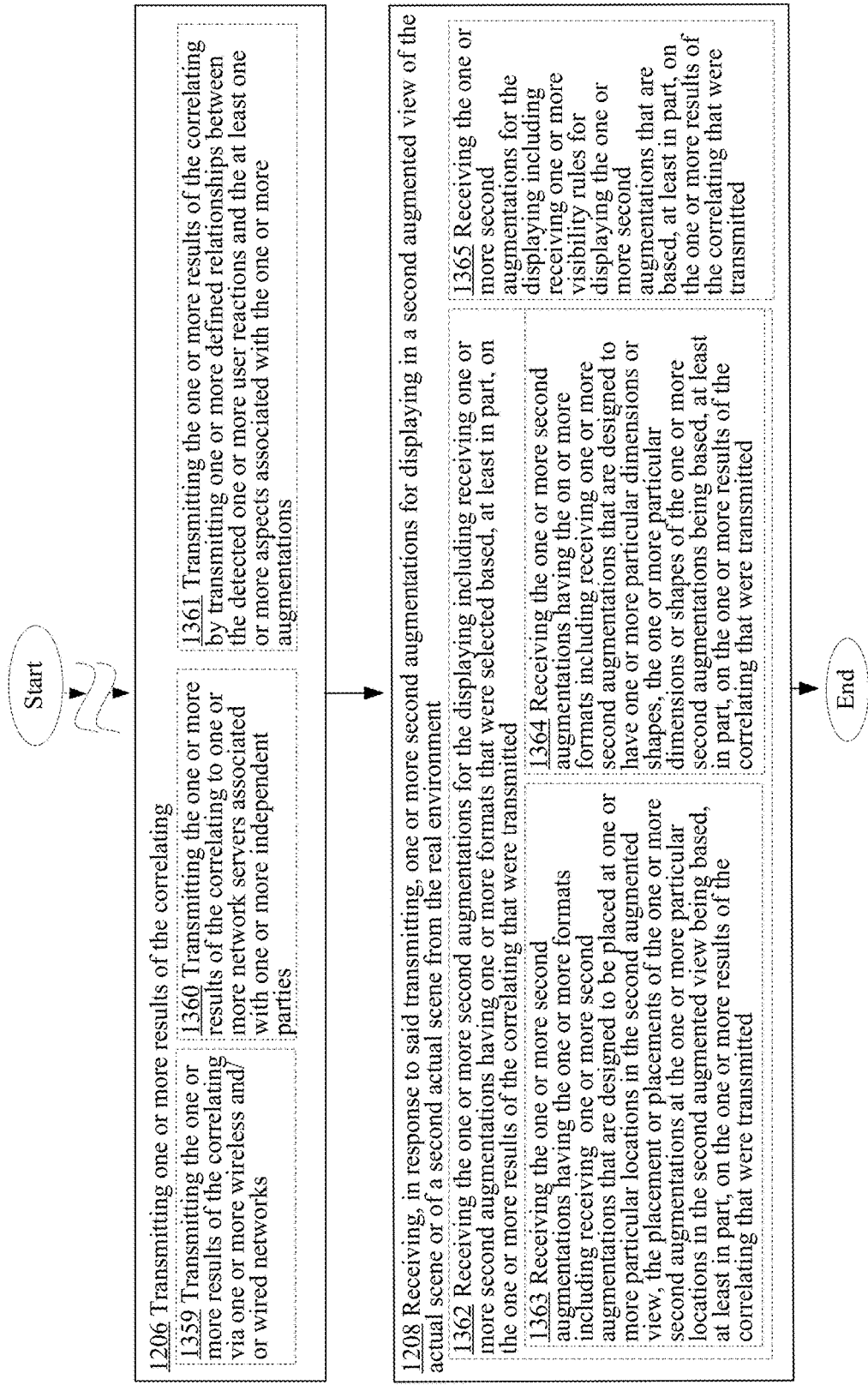


FIG. 13

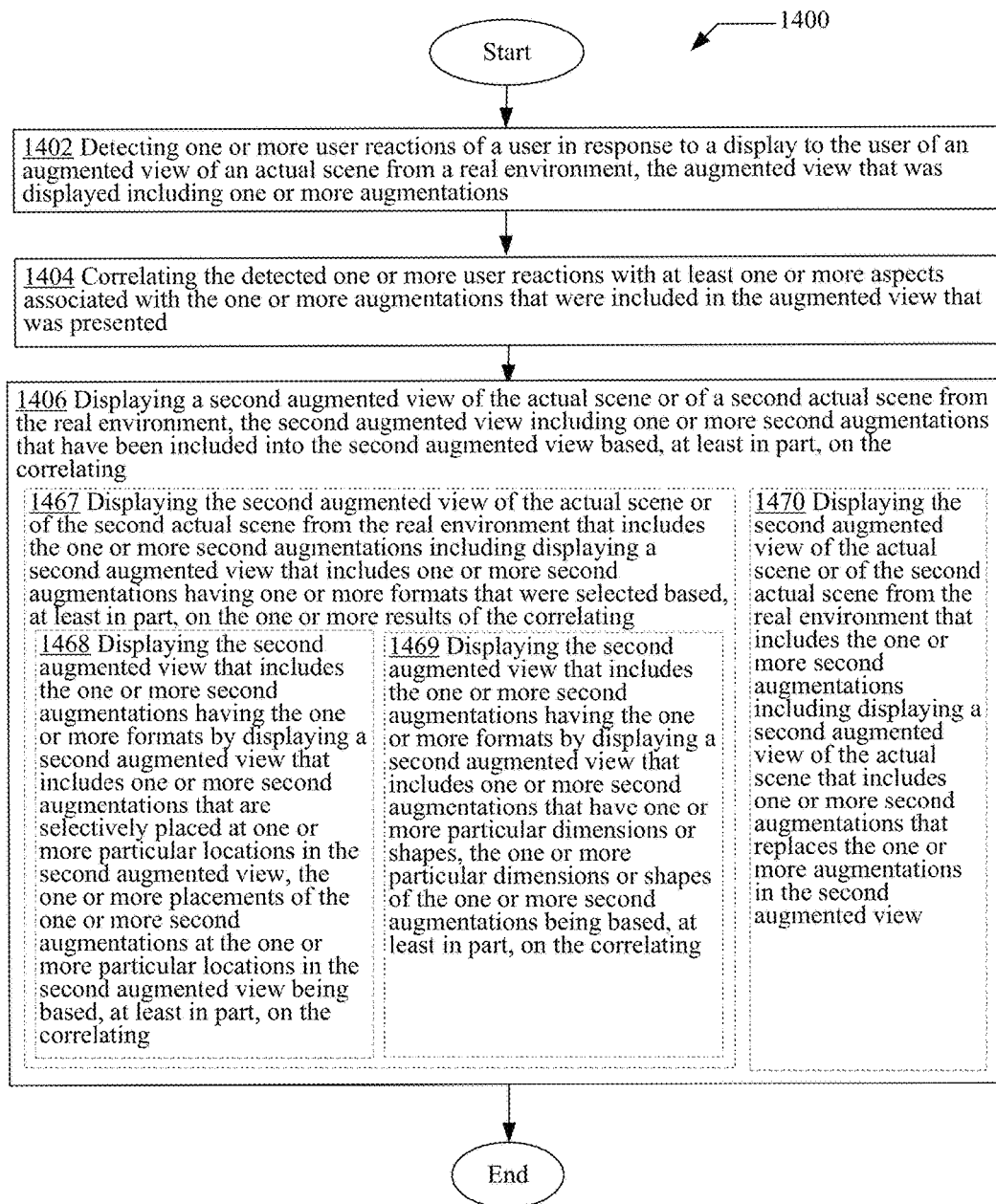


FIG. 14

**CORRELATING USER REACTION WITH AT  
LEAST AN ASPECT ASSOCIATED WITH AN  
AUGMENTATION OF AN AUGMENTED  
VIEW**

If an Application Data Sheet (ADS) has been filed on the filing date of this application, it is incorporated by reference herein. Any applications claimed on the ADS for priority under 35 U.S.C. §§ 119, 120, 121, or 365(c), and any and all parent, grandparent, great-grandparent, etc. applications of such applications, are also incorporated by reference, including any priority claims made in those applications and any material incorporated by reference, to the extent such subject matter is not inconsistent herewith.

**CROSS-REFERENCE TO RELATED  
APPLICATIONS**

The present application is related to and/or claims the benefit of the earliest available effective filing date(s) from the following listed application(s) (the "Priority Applications"), if any, listed below (e.g., claims earliest available priority dates for other than provisional patent applications or claims benefits under 35 USC § 119(e) for provisional patent applications, for any and all parent, grandparent, great-grandparent, etc. applications of the Priority Application(s)). In addition, the present application is related to the "Related Applications," if any, listed below.

**Priority Applications:**

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 13/711,095, entitled SYSTEMS AND METHODS FOR OBTAINING AND USING AUGMENTATION DATA AND FOR SHARING USAGE DATA, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 11, Dec. 2012, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date, and which is a continuation of U.S. patent application Ser. No. 13/709,465, entitled SYSTEMS AND METHODS FOR OBTAINING AND USING AUGMENTATION DATA AND FOR SHARING USAGE DATA, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 10, Dec. 2012.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 13/690,003, entitled SYSTEMS AND METHODS FOR SHARING AUGMENTATION DATA, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 30, Nov., 2012, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date, and which is a continuation of U.S. patent application Ser. No. 13/689,372, entitled SYSTEMS AND METHODS FOR SHARING AUGMENTATION DATA, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD;

MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 29, Nov. 2012.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 13/673,070, entitled PRESENTING AN AUGMENTED VIEW IN RESPONSE TO ACQUISITION OF DATA INFERRING USER ACTIVITY, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 9, Nov. 2012, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date, and which is a continuation of U.S. patent application Ser. No. 13/672,575, entitled PRESENTING AN AUGMENTED VIEW IN RESPONSE TO ACQUISITION OF DATA INFERRING USER ACTIVITY, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 8, Nov. 2012.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 13/648,012, entitled FORMATTING OF ONE OR MORE PERSISTENT AUGMENTATIONS IN AN AUGMENTED VIEW IN RESPONSE TO MULTIPLE INPUT FACTORS, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 9, Oct. 2012, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date, and which is a continuation of U.S. patent application Ser. No. 13/646,147, entitled FORMATTING OF ONE OR MORE PERSISTENT AUGMENTATIONS IN AN AUGMENTED VIEW IN RESPONSE TO MULTIPLE INPUT FACTORS, naming GENE FEIN; ROYCE A. LEVIEN; RICHARD T. LORD; ROBERT W. LORD; MARK A. MALAMUD; JOHN D. RINALDO, JR.; CLARENCE T. TEGREENE as inventors, filed 5, Oct. 2012.

**Related Applications:**

None

The United States Patent Office (USPTO) has published a notice to the effect that the USPTO's computer programs require that patent applicants reference both a serial number and indicate whether an application is a continuation, continuation-in-part, or divisional of a parent application. Stephen G. Kunin, Benefit of Prior-Filed Application, USPTO Official Gazette Mar. 18, 2003. The USPTO further has provided forms for the Application Data Sheet which allow automatic loading of bibliographic data but which require identification of each application as a continuation, continuation-in-part, or divisional of a parent application. The present Applicant Entity (hereinafter "Applicant") has provided above a specific reference to the application(s) from which priority is being claimed as recited by statute. Applicant understands that the statute is unambiguous in its specific reference language and does not require either a serial number or any characterization, such as "continuation" or "continuation-in-part," for claiming priority to U.S. patent applications. Notwithstanding the foregoing, Applicant understands that the USPTO's computer programs have

certain data entry requirements, and hence Applicant has provided designation(s) of a relationship between the present application and its parent application(s) as set forth above and in any ADS filed in this application, but expressly points out that such designation(s) are not to be construed in any way as any type of commentary and/or admission as to whether or not the present application contains any new matter in addition to the matter of its parent application(s). If the listings of applications provided above are inconsistent with the listings provided via an ADS, it is the intent of the Applicant to claim priority to each application that appears in the Priority Applications section of the ADS and to each application that appears in the Priority Applications section of this application.

All subject matter of the Priority Applications and the Related Applications and of any and all parent, grandparent, great-grandparent, etc. applications of the Priority Applications and the Related Applications, including any priority claims, is incorporated herein by reference to the extent such subject matter is not inconsistent herewith.

### SUMMARY

In one or more various aspects, a method includes but is not limited to detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented. In some implementations, at least one of the detecting or correlating being performed by a machine, article of manufacture, or composition of matter. In addition to the foregoing, other method aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

In one or more various aspects, one or more related systems may be implemented in machines, compositions of matter, or manufactures of systems, limited to patentable subject matter under 35 U.S.C. 101. The one or more related systems may include, but are not limited to, circuitry and/or programming for effecting the herein-referenced method aspects. The circuitry and/or programming may be virtually any combination of hardware, software, and/or firmware configured to effect the herein-referenced method aspects depending upon the design choices of the system designer, and limited to patentable subject matter under 35 USC 101.

In one or more various aspects, a system includes, but is not limited to, means for detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and means for correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented. In addition to the foregoing, other system aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

In one or more various aspects, a system includes, but is not limited to, circuitry for detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and circuitry for correlating the detected one or more user reactions with at least one or more

aspects associated with the one or more augmentations that were included in the augmented view that was presented. In addition to the foregoing, other system aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

In one or more various aspects, a computer program product, comprising a signal bearing non-transitory storage medium, bearing one or more instructions including, but not limited to, detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented. In addition to the foregoing, other computer program product aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

In addition to the foregoing, various other method and/or system and/or program product aspects are set forth and described in the teachings such as text (e.g., claims and/or detailed description) and/or drawings of the present disclosure.

The foregoing is a summary and thus may contain simplifications, generalizations, inclusions, and/or omissions of detail; consequently, those skilled in the art will appreciate that the summary is illustrative only and is NOT intended to be in any way limiting. Other aspects, features, and advantages of the devices and/or processes and/or other subject matter described herein will become apparent by reference to the detailed description, the corresponding drawings, and/or in the teachings set forth herein.

### BRIEF DESCRIPTION OF THE FIGURES

For a more complete understanding of embodiments, reference now is made to the following descriptions taken in connection with the accompanying drawings. The use of the same symbols in different drawings typically indicates similar or identical items, unless context dictates otherwise. The illustrative embodiments described in the detailed description, drawings, and claims are not meant to be limiting. Other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the subject matter presented here.

FIGS. 1A and 1B show the front and back views of an augmented reality (AR) device that is in the form of a smartphone 10.

FIGS. 2A and 2B show the front and back views of an augmented reality (AR) device that is in the form of a tablet computer 20.

FIGS. 3A and 3B show different views of an augmented reality (AR) device that is in the form of a goggle 30.

FIGS. 4A and 4B show different views of an augmented reality (AR) device that is in the form of a goggle 40.

FIG. 5A shows a user 52 using the tablet computer 20 of FIGS. 2A and 2B in order to view two different scenes in the real environment 50 at two different points or increments in time.

FIG. 5B shows a side view of the user 52 of FIG. 5A using the tablet computer 20.

FIGS. 6A, 6B, 6C, 6D, 6E, 6F, 6G, 6H, 6I, 6K, and 6M show exemplary actual and augmented views of various scenes from the real environment.

FIG. 7A shows a block diagram of particular implementation of an AR device.

5

FIG. 7B shows a block diagram of yet another implementation of an AR device.

FIG. 8A shows another perspective of the user reaction ascertaining module 102\* of FIGS. 7A and 7B (e.g., the user reaction ascertaining module 102' of FIG. 7A or the user reaction ascertaining module 102" of FIG. 7B) in accordance with various implementations.

FIG. 8B shows the user reaction associating module 104\* of FIGS. 7A and 7B (e.g., the user reaction associating module 104' of FIG. 7A or the user reaction associating module 104" of FIG. 7B) in accordance with various implementations.

FIG. 8C shows another perspective of the user interface 110 of FIGS. 7A and 7B.

FIG. 8D shows another perspective of the one or more sensors 120 of FIGS. 7A and 7B.

FIG. 9 is a high-level logic flowchart of a process, e.g., operational flow 900, according to some embodiments.

FIG. 10A is a high-level logic flowchart of a process depicting alternate implementations of the user reaction detecting operation 902 of FIG. 9.

FIG. 10B is a high-level logic flowchart of a process depicting alternate implementations of the user reaction detecting operation 902 of FIG. 9.

FIG. 10C is a high-level logic flowchart of a process depicting alternate implementations of the user reaction detecting operation 902 of FIG. 9.

FIG. 10D is a high-level logic flowchart of a process depicting alternate implementations of the user reaction detecting operation 902 of FIG. 9.

FIG. 11A is a high-level logic flowchart of a process depicting alternate implementations of the user reaction correlating operation 904 of FIG. 9.

FIG. 11B is a high-level logic flowchart of a process depicting alternate implementations of the user reaction correlating operation 904 of FIG. 9.

FIG. 11C is a high-level logic flowchart of a process depicting alternate implementations of the user reaction correlating operation 904 of FIG. 9.

FIG. 11D is a high-level logic flowchart of a process depicting alternate implementations of the user reaction correlating operation 904 of FIG. 9.

FIG. 11E is a high-level logic flowchart of a process depicting alternate implementations of the user reaction correlating operation 904 of FIG. 9.

FIG. 12 is another high-level logic flowchart of a process, e.g., operational flow 1200, according to some embodiments.

FIG. 13 depicts alternate implementations of the operational flow 1200 of FIG. 12.

FIG. 14 is another high-level logic flowchart of a process, e.g., operational flow 1400, according to some embodiments.

#### DETAILED DESCRIPTION

In the following detailed description, reference is made to the accompanying drawings, which form a part hereof. In the drawings, similar symbols typically identify similar or identical components or items, unless context dictates otherwise. The illustrative embodiments described in the detailed description, drawings, and claims are not meant to be limiting. Other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the subject matter presented here.

Throughout this application, examples and lists are given, with parentheses, the abbreviation "e.g.," or both. Unless

6

explicitly otherwise stated, these examples and lists are merely exemplary and are non-exhaustive. In most cases, it would be prohibitive to list every example and every combination. Thus, smaller, illustrative lists and examples are used, with focus on imparting understanding of the claim terms rather than limiting the scope of such terms.

The evolution of personal computing technology over the past 40 years has been simply breathtaking, evolving from clunky large personal desktop computing devices with poor resolution television monitors and limited functionality to sleek and powerful mobile computing devices such as tablet computers and smartphones. As the personal computing technology continues to evolve a number of promising and exciting new technologies have emerged that are rapidly being developed for widespread personal use. One of the most promising new technologies is Augmented Reality (or simply "AR").

Wikipedia™ defines Augmented Reality as "a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data." In order to facilitate understanding of the various concepts, processes, and systems to be discussed herein, certain basic terms and phrases will now be introduced and elucidated. For example, in the following the terms "augmentation," "augmented view," "actual view," "scene from a real environment," or variations thereof, are repeatedly recited. For purposes of the following, the phrase "scene from a real environment" will be in reference to an actual or true (visual) scene from an actual physical environment (as opposed to a virtual environment or world) in the proximate vicinity of an AR system and/or the user of the AR system (herein "AR device user"). For purposes of the following description, the phrase "actual view" is in reference to a true or unmodified (or substantially true or unmodified) view of a scene from the real environment. The phrase "augmented view," in contrast, is in reference to a view of an actual scene from the real environment that has been augmented (e.g., modified) and that may be presented (e.g., displayed or transmitted) through an AR system. An "augmentation" is any modification, revision, or addition that may be included in an augmented view of a scene from the real environment and that may not be present in the actual view of the scene from the real environment.

There are at least two types of computing devices that can be used to implement AR technology: "specifically-designed" AR systems and "nonspecifically-designed" AR systems. Nonspecifically-designed AR systems are general purpose computing systems or devices that can be configured to implement AR functionalities by executing, for example, AR software applications. Examples of such devices include, for example, personal mobile computing/communication devices such as tablet computers and smartphones. In contrast, specifically-designed AR systems are systems or devices that have been specifically designed to implement AR functionalities. Specifically-designed AR systems may come in a variety of forms but are most commonly in the form of a head-mounted display (HMD) such as in the form of eyeglasses, goggles, helmet, and so forth. These devices are sometimes referred to as "wearable computing devices." Typically these wearable computing devices will include one or more features that allows the user to wear the device on his/or her head (e.g., a coupling device for coupling the AR device to a user's head). Such features include, for example, a strap, a pair of earpieces or temple pieces (e.g., the parts of goggles or glasses that are attached to the frame of, for example, a glasses and that extend out



to the ears of the user holding the eyeglasses frame to the face of the user—see example **42a** or **42b** of FIG. **4A**, or in the case of a helmet the helmet structure itself). Alternatively, a wearable computing device may be made wearable by having a feature (e.g., one or more clips or hooks) that allows it to be attached or clipped onto the frame of a pair of glasses or goggles thus allowing the AR device to be coupled to the user's head. An example of such a feature may be found in the form of a clip **47a** is illustrated in FIG. **4A**.

All of these devices (e.g., specifically-designed AR systems and nonspecifically-designed AR systems) will usually have certain common components including one or more cameras (e.g., digital, web, and/or HD cameras), one or more displays (e.g., LCD displays or see-through displays), and logic for processing data generated by the one or more cameras and/or for generating and merging computer generated data or images with actual views or images of scenes from real world environment to generate augmented views of the scenes of the real world environment. Although most, if not all, current AR systems will contain these same basic components (e.g., camera, display, etc.), they can, however, take on a wide range of form factors as briefly described above (e.g., tablet computer, goggles, and so forth).

FIGS. **1A** and **1B**, **2A** and **2B**, **3A** and **3B**, and **4A** and **4B** illustrate some of the form factors that current AR devices can take on. For example, FIG. **1A** depicts the front-side **12** (e.g., the side of a personal computing/communication device that a display is located or disposed on), respectively, of a nonspecifically-designed AR system that is in the form of a smartphone **10** and that can be configured or designed to implement one or more AR functionalities. FIG. **1B** shows the backside **14** (e.g., the side of a personal computing/communication device that is opposite of the front-side **12** personal computing/communication device) of the exemplary smartphone **10** of FIG. **1A**. The exemplary smartphone **10** may include a display **18**, such as a touchscreen or liquid crystal display (LCD), on the front-side **12** of the smartphone **10**. The smartphone **10** of FIGS. **1A** and **1B** is also depicted as having lens **16a** for an inward-facing camera on the front-side **12** and lens **16b** for a forward-facing camera on the back-side **14** of the smartphone **10**. When employed to provide one or more augmented views of one or more scenes of real world environments, the display **18** may be used in order to display the augmented views. In some cases, the inward-facing camera associated with lens **16a** may be used in order to track the gaze, focus, dwell path, and/or dwell time of one or more eyes of a user. The forward-facing camera that is associated with lens **16b**, on the other hand, may be used to capture (e.g., sense and/or record) actual scenes of real world environments in order to generate augmented views of those actual scenes. The generated augmented views may then be displayed through display **18**.

FIGS. **2A** and **2B** illustrates the front-side **22** (e.g., the side of a personal computing/communication device that a display is located or disposed on) and the backside **24** (e.g., the side of the computing/communication device that is opposite of the front-side of the computing/communication device), respectively, of a nonspecifically-designed AR system that is in the form of a tablet computer **20** and that can be configured or designed to implement one or more AR functionalities. In FIGS. **2A** and **2B**, the tablet computer **20** is depicted as having a display **28**, such as a touchscreen, on the front-side **22** of the tablet computer **20**. The tablet computer **20** is also depicted as having lens **26a** for an

inward-facing camera on the front-side **22** and lens **26b** for a forward-facing camera on the back-side **24** of the tablet computer **20**.

In some cases, the inward-facing camera associated with lens **26a** may be used in order to track the gaze, focus, dwell path, and/or dwell time of one or more eyes of a user. The forward-facing camera associated with lens **26b** on the back-side **24** of the tablet computer **20** may be used to capture (e.g., sense and/or record) actual scenes of real world environments in order to generate augmented views of those actual scenes. Note that in some cases, a single camera may be coupled to both lens **26a** and lens **26b**, thus the single camera can act as both a forward-facing and rear-facing camera. The generated augmented views may then be displayed through display **28**. References to “real environment” or “real world environment” herein may be in reference to true or actual physical environments rather than to a virtual environment or virtual world.

FIGS. **3A** and **3B** illustrate a specifically-designed AR system in the form of video goggles **30** that can implement one or more AR functionalities. In particular, FIG. **3A** illustrates a perspective view of the video goggle **30**, which includes, among other things, a frame piece **32**, a left temple **31a**, and a right temple **31b**. Disposed on the front-side **39a** of the frame piece **32** are two forward looking lenses **34a** and **34b** for a pair of corresponding forward-looking cameras for capturing (e.g., recording, scanning, sensing, etc.) actual scenes of real world environments in order to generate augmented views of those actual scenes. FIG. **3B** illustrates a view of the backside **39b** of the frame piece **32** of the exemplary video goggles **30** of FIG. **3A**. The backside **39b** of the frame piece **32** is depicted as including a left display **38a** and a right display **38b**, a rim **35** surrounding the left display **38a** and the right display **38b**, a left lens **36a** for a left inward-facing camera and a right lens **36b** for a right inward-facing camera, and a left hinge **33b** and a right hinge **33a**. The rim **35** that may surround the left display **38a** and the right display **38b** may be a soft, semi-soft, or hard rim that in some cases may act as a cushion, as well as a barrier to prevent excess light from entering a user's field of view (thus allowing the user to better view the left and right displays **38a** and **38b**).

The forward-looking cameras associated with the forward-looking lens **34a** and **34b** may be used to capture (e.g., sense and/or record) actual scenes of real world environments in order to generate augmented views of those actual scenes. These augmented views that are generated may then be displayed through displays **38a** and **38b**. Note that in alternative implementations, the video goggle **30** may only employ a single forward-looking lens for a single forward-looking camera rather than employing two forward-looking lenses **34a** and **34b** for two forward-looking cameras as illustrated in FIG. **3A**. In such implementations, the single forward-looking lens may be disposed at the mid-point or bridge part of the frame piece **32** above where a user's nose would be positioned. The output associated with the corresponding single forward-looking camera would then be displayed through both displays **38a** and **38b**.

The video goggles **30** may also include inward-looking lenses **36a** and **36b** as depicted in FIG. **3B** for two inward-looking cameras (not shown) on the backside **39b** of the frame piece **32** and disposed between the displays **38a** and **38b** and rim **35**. The inward-looking cameras may be employed in order to track the movements as well as the gaze, focus, dwell path, and/or dwell time of one or more eyes of a user. Note that alternatively, the video goggles **30** may include fewer or more inward-looking cameras and

inward-looking lenses. Further, there is no requirement that a corresponding camera is needed for each inward-looking lens as it may be possible to employ, for example, a single camera for viewing through multiple lenses.

The frame piece **32**, the left temple **31a**, and the right temple **31b** may house various electronics that are designed for, for example, processing data provided by the various cameras (e.g., forward-looking as well as backward looking cameras), and for generating augmented views of scenes from real world environment that may be displayed through displays **38a** and **38b**. The types of electronics that may be included with the video goggles **30** may include, for example, the same or similar types of electronics (e.g., microprocessors, controllers, network interface card, memory, etc.) that are often found in mobile computing/communication devices such as the smartphone **10** or the tablet computer **20** described earlier. The left temple **31a** and the right temple **31b** are features that allow the AR system to be worn on a user's head.

Turning now to FIGS. **4A** and **4B**, which illustrate a specifically-designed AR system that is in the form of electronic glasses **40** that can implement one or more AR functionalities. In particular, FIG. **4A** illustrates a perspective view of the electronic glasses **40**, which includes, among other things, a frame piece **41** (which further includes a left rim piece **43a**, a right rim piece **43b**, and a bridge **44**), a left temple **42a**, a right temple **42b**, a left lens **45a**, a right lens **45b**, a see-through display **46**, and electronics housing **47** (note that in some cases, the electronics housing **47** may include an optional clip **47a** for coupling the electronics housing **47** to the right temple **42b**). The frame piece **41** having a front-side **49a** and a backside **49b** opposite of the front-side **49a**. Disposed at the end of the electronics housing **47** is a forward-looking lens **48a** for a corresponding forward-looking camera for capturing (e.g., recording, scanning, sensing, etc.) actual scenes of real world environments in order to generate augmented views of those actual scenes. In some alternative implementations, the forward-looking lens **48a** may be alternatively located at bridge **44** of the frame piece **41** or at some other location. Note that the left lens **45a** and the right lens **45b** are optional and are not necessary for implementing AR functionalities.

In FIG. **4A**, the see-through display **46** is depicted as covering only a portion of the right lens **45b** and being depicted as being attached to the end of the electronics housing **47**. Thus, the see-through display **46** may be used to display and overlay computer generated data and/or images onto portions of views of actual scenes of the real world environment that a user might see through right lens **45b**. Note again that since the see-through display **46** covers only a portion of the right lens **45b**, only a portion of the view that a user may see through the right lens **45b** may be augmented (e.g., modified). In some other alternative implementations, the see-through display **46** may alternatively cover the entire right lens **45b** so that the entire view of the user through the right lens **45b** may be augmented if needed. Although the electronic glasses **40** in FIGS. **4A** and **4B** is depicted as having only one see-through display **46** over the right lens **45b**, in alternative implementations, a second see-through display may be disposed over the left lens **45a**. The left temple **42a** and the right temple **42b** are features that allow the AR system to be worn on a user's head.

FIG. **4B** depicts a view of the backside **49b** of the frame piece **41** of the electronic glasses **40** depicted in FIG. **4A**. In FIG. **4B**, the see-through display **46** can be seen through the clear right lens **45b**. Further illustrated in FIG. **4B** is an inward-looking lens **48b** that can be seen through the clear

right lens **45b** and which is for a corresponding inward-looking camera. As illustrated the inward-looking lens **48b** is disposed on the electronics housing **47** near the see-through display **46**. The inward-looking cameras may be employed in order to track the movements as well as the gaze, focus, dwell path, and/or dwell time of the right eye of a user. The placement of the inward-looking lens **48b** is a design choice and may be located elsewhere so long as it has a view to the right eye of a user. In alternative implementations, a second inward-looking lens for a second inward-looking camera may be included in order to track and monitor the movements as well as the gaze, focus, dwell path, and/or dwell times of the left eye of the user. In the exemplary electronic glasses **40** illustrated in FIG. **4A**, all of the major components are depicted as being located on the right-side of the electronic glasses **40**. Alternatively, these components (e.g., electronic housing **47**, see-through display **46**, and so forth) may be alternatively or additionally located on the left-side of the electronic glasses **40**.

The electronics housing **47** may house various electronics including electronics that are designed for, for example, processing data provided by the various cameras (e.g., forward-looking as well as inward looking cameras), and for generating augmented views of scenes from real world environment that may be displayed through see-through display **46**. The types of electronics that may be included with the electronic glasses **40** may include, for example, the types of electronics (e.g., microprocessors, controllers, network interface card, memory, camera, battery, etc.) that are often found in mobile computing/communication devices such as the smartphone **10** or the tablet computer **20** described earlier.

In some cases, the electronic housing **47** (and its contents including one or more cameras) and the see-through display **46** may be a separate unit that can be clipped onto a prescription or non-prescription eyeglasses. In such an embodiment, the electronic housing **47** may include one or more features (e.g. one or more clips, magnets, straps, and so forth) that allows the housing to be worn by a user by allowing the electronic housing **47** to be attached to a pair of eye-glasses or goggles. Note that although not depicted herein, AR devices may come in other types of forms other than those illustrated in FIGS. **1A**, **1B**, **2A**, **2B**, **3A**, **3B**, **4A**, and **4B** including, for example, a helmet, a mask, and so forth.

There are many types of augmentations that can be provided through AR systems including, for example, augmentations in the form of text that may be added to an augmented view, an augmentation in the form of 2 or 3-dimensional visual item (which may or may not be an animated item that moves) that may be added to an augmented view, and/or an augmentation that simply modifies, emphasizes, deletes, or de-emphasizes an existing real world item (e.g., intensity of light, color of a car, removal of undesirable elements in the corresponding real field of view such as rubbish on the ground, etc.) in the augmented view.

One type of augmentation that many currently available AR systems can include into an augmented view of an actual scene of the real environment are vision-based augmentations that depend, for their existence in the augmented view, on the presence of a visual cue (e.g., an "anchor" visual item) in the actual view of a scene from the real environment. That is, in many currently available AR systems, an augmentation will only be included into an augmented view only when a visual cue is detected in the actual view of a scene from the real environment. In some cases, the visual cue that may be the basis for the inclusion of the augmen-

tation in the augmented view may be a visual marker (e.g., a recognizable symbol or pattern such as the face of a dollar bill) that may have been purposefully placed in an actual scene of the real environment in order to prompt an AR system to insert a particular augmentation into the augmented view of the actual scene of the real environment. In other cases, the visual cue may be a recognizable or identifiable visual pattern (e.g., a human face) that may be recognized using image feature analysis (e.g., image tracking such as Parallel Tracking).

There are, of course, other types of augmentations that currently available systems can provide or have been proposed that depend, for their existence in an augmented view, on factors other than visual cues in the actual views of scenes of the real environment. For example, in some current AR systems, an augmentation can be provided that may depend, for its existence in the augmented view, on the location and/or orientation of the AR system that is presenting (e.g., displaying and/or transmitting) the augmented view. In other cases, an AR system may be configured or designed to insert one or more augmentations into an augmented view based on the location of the AR system and/or which direction is the AR system “facing” (e.g., east, west, north, up, down, etc.).

It is contemplated that as the AR technology evolves, one of the challenges that AR developers may face is determining and applying the optimal formatting (e.g., size, shape, color, length of visibility, etc.), inclusion (e.g., when to include into an augmented view), and placement (e.g., placement in the augmented view) of augmentations. That is, it is likely that with respect to at least some types of augmentations it may be highly desirable for such augmentations to have certain formats and/or be placed at certain locations of an augmented view in order to maximize their visibility or “noticeability.” It is also just as likely that with respect to other types of augmentations it may be highly desirable for such augmentations to have particular formats and/or be placed at particular locations of an augmented view in order to minimize or reduce their visibility or noticeability. The optimal formatting and/or placement of augmentations in augmented views may, therefore, be particularly useful for presenting augmented views of real scenes from the real environment.

In accordance with various embodiments, computationally implemented methods, systems, circuitry, articles of manufacture, and computer program products are described herein that are designed to, among other things, ascertain one or more user reactions to a display of an augmented view of an actual scene from a real environment, the displayed augmented view having one or more augmentations; and correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations. In various embodiments, the results of the correlation may be particularly useful for, among other things, determining when and how to present a particular augmentation in an augmented view in order to, for example, maximize or minimize its visibility or noticeability.

More particularly, the computationally implemented methods, systems, circuitry, articles of manufacture, and computer program products may be designed to, among other things, detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations, and correlating the detected one or more user reactions with at least one or more aspects associated with the one or

more augmentations that were included in the augmented view that was presented. In some embodiments, the computationally implemented methods, systems, circuitry, articles of manufacture, and computer program products may be further designed to transmitting one or more results of the correlating; and receiving, in response to said transmitting, one or more second augmentations for displaying in a second augmented view of the actual scene or of a second actual scene from the real environment. In the same or different embodiments, the computationally implemented methods, systems, circuitry, articles of manufacture, and computer program products may additionally or alternatively be designed to displaying a second augmented view of the actual scene or of a second actual scene from the real environment, the second augmented view including one or more second augmentations that have been included into the second augmented view based, at least in part, on the correlating.

In various embodiments, the methods, systems, circuitry, articles of manufacture, and computer program products in accordance with various embodiments may be implemented by the AR device **70\*** of FIG. **7A** or **7B**. Note that for purposes of the following, “\*” represents a wildcard. Thus, references in the following to the AR device **70\*** of FIG. **7A** or **7B** may be in reference to the AR device **70'** of FIG. **7A** or to the AR device **70''** of FIG. **7B**. Note further that the AR device **70\*** of FIG. **7A** or **7B** may have a variety of form factors including any one of the form factors illustrated in FIGS. **1A**, **1B**, **2A**, **2B**, **3A**, **3B**, **4A**, and **4B**, or having other form factors (e.g., a helmet, a mask, and so forth).

In order to further facilitate understanding of the various operations, processes, and systems to be described herein, certain concepts and terms will now be introduced with references to FIGS. **5A** and **5B**. In particular, FIG. **5A** is a top-down view of an AR user **52** (herein simply “user **52**”) using an AR device **70\*** that is in the form of a tablet computer **20** (as illustrated in FIGS. **2A** and **2B**) at different points or increments in time. Note that although the AR device illustrated here is in the form of a tablet computer **20**, the concepts to be introduced here as well as in FIG. **5B** will apply to other AR devices having other form factors (e.g., a smartphone, a video goggle, electronic glasses, and so forth).

Referring back to FIG. **5A** which shows user **52** viewing actual views **51** of actual scenes from the real (physical) environment **50** surrounding the AR device (e.g., tablet computer **20**). The actual views **51** of the actual scenes of the real environment **50** may be captured by a camera through lens **26b** at different points in time. That is, an actual scene from the real environment **50** is not only location specific but is also time specific. In this example, the actual views **51** captured by the camera of the tablet computer **20** is the view of a store front. Note that a car is illustrated as being present in the real environment **50** and is depicted as moving towards the line of sight (e.g., actual view **51**—field of view) of the tablet computer **20**. Thus, although the field of view for the camera of the tablet computer **20** is directed to the same location over length of time, the actual views **51** of the location will change over time (e.g., the actual views **51** will change as, for example, the car (or pedestrians) comes into and/or leaves the field of view of the tablet computer **20**).

After capturing the actual views **51** through lens **26b**, the tablet computer **20** may display through a display **28** one or more augmented views **56** (each of which include one or more augmentations). The user **52** may view the one or more augmented views **56** visually presented through the display **28** using his or her eyes **502**. The inward-facing camera

through lens **26a** may track the eyes **502** of the user **52** as the user **52** views the one or more augmented views **56**. In particular, the tablet computer **20** through its inward facing camera may track one or more characteristics of the eyes **502** of the user **52**, including, for example, eye focus **502**, dwell path, dwell time, pupil size and shape, and so forth. In various embodiments, a dwell path is the focus path of one or more eyes **502** of a user **52** as the user **52**, views, for example, actual and/or augmented views that may be displayed through an AR device (e.g., tablet computer **20**). The dwell path may be defined or identified by tracking the path that focus point of the one or more eyes **502** takes along, for example, an augmented view **56** (or non-augmented or actual view) displayed through the AR device (e.g., tablet computer **20**). In contrast, dwell time is the amount of time that a user dwells on (e.g., stares at or focuses on) a, for example, visual object.

Referring now to **5B**, which illustrates a side-view of the user **52** using the AR device (e.g., tablet computer **20**) as illustrated in FIG. **5A**. The display **28** may visually present one or more augmented views **56** based, at least in part, on one or more captured actual views **51**. The inward-facing camera of the tablet computer **20** and through lens **26a** may track the one or more eyes **504** of the user **52** including, for example, the eye focus **502** of the user **52** as well as the dwell path and/or dwell time of the user **52** in response to the display of one or more augmented views **56**.

Turning now to FIGS. **6A**, **6B**, **6C**, **6D**, **6E**, **6F**, **6G**, **6H**, **6I**, **6K**, and **6M**, that illustrate exemplary actual views and augmented views of various scenes from the real environment that may be provided by the computationally implemented methods, systems, circuitry, articles of manufacture, and computer program products in accordance with various embodiments. The exemplary actual views and the exemplary augmented views illustrated in these figures are provided in order to facilitate understanding of various concepts that will be described in connection with the various operations and processes to be discussed herein. Note that in various embodiments at least the augmented views (e.g., augmented views **60b**, **60c**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k** and **60m**) illustrated in FIGS. **6B**, **6C**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K** and **6M** may be presented by the AR device **70\*** (e.g., AR device **70'** or AR device **70''**) of FIG. **7A** or **7B**.

Referring particularly now to FIG. **6A**, which illustrates an actual view **60a** of a scene from the real environment. In this case, the actual scene **60a** is scene of a beach. Based on the actual view **60a**, the AR device **70\*** of FIG. **7A** or **7B** may generate an augmented view **60b** as illustrated in FIG. **6B**. The augmented view **60b** includes an augmentation **64a** (configured to be in the shape of a sundial) that may have been included in the augmented view **60b** based on one or more visibility rules that the AR device **70\*** may be executing. Visibility rules are directives or instructions that define when or how an augmentation may be presented. For example, in some cases, a visibility rule may require a specific augmentation to be included into an augmented view when a particular "anchor" visual cue is detected as being present in the corresponding actual scene of the real environment that the augmented view is based on. Other visibility rules may direct the inclusion of an augmentation into an augmented view based on the location and/or orientation of the AR device **70\***.

FIG. **6C** illustrates an augmented view **60c** of the actual scene (e.g., actual view **60a**) depicted in FIG. **6A**. Note that augmented view **60c** is essentially the same as the augmented view **60b** of FIG. **6B** except that a dwell path **66a** of one or more eyes of a user **52** in response to and during

and/or following the display of the augmented view **60c** has been overlaid on top of the augmented view **60c**. Also illustrated in FIG. **6C** is the focus point of the one or more eyes of the user **52**, which will now be referred to as eye focus (e.g., eye focus **65a** in FIG. **6C**)

Based on the detected reaction (e.g., dwell path **66a** as illustrated in FIG. **6C**) of a user **52** to the display of the augmented view **60b** (see FIG. **6B**) including the augmentation **64a**, the AR device **70\*** may visually present the augmented view **60d** of FIG. **6D**. The augmented view **60d** includes an augmentation **64b** having a particular format (e.g., a shape of a soft drink bottle) and being placed at a particular location (e.g., right bottom corner of the augmented view **60d** and on top of the beach) in the augmented view **60d**. The format and/or placement of the augmentation **64b** may be based on the detected reaction of the user (e.g., eye focus and dwell path, perspiration level of the user **52** based on detected skin characteristics, etc.).

FIG. **6E** illustrates another example augmented view **60e** of the beach scene illustrated in FIG. **6A**. The example augmented view **60e** includes an augmentation **64c** that is an informational augmentation indicating environmental information (that shows 90 percent chance of precipitation). Illustrated also in FIG. **6E** is the dwell path **66b** and the eye focus **65b** (e.g., eye focus point) of the user **52** during and/or following the display of the augmented view **60e**. The example dwell path **66b** of the user **52** that is directed skywards in FIG. **6E** may have been as result of the user seeing that the augmentation **64c** indicating a 90 percent chance of precipitation.

FIG. **6F** illustrates another example augmented view **60f** that may be generated by the AR device **70\*** of FIG. **7A** or **7B**. The augmented view **60f** may have been generated based on the detected reaction (e.g., dwell path **66b** of FIG. **6E**) of the user **52** to the display of the augmented view **60e** of FIG. **6E**. Note that augmented view **60f** may be a different augmented view from the augmented view **60e** of FIG. **6E** (e.g., augmented view **60e** may have presented on Monday while augmented view **60f** may have been presented two days later on Wednesday looking at the same location but with similar conditions). Augmented view **60f** includes augmentation **64cc** (which includes similar but not the same environmental information as augmentation **64c** of FIG. **6E**) and augmentation **64d** (which may have been formatted and selectively placed in the top right corner of the augmented view **60f**/based on the reaction of the user to the augmented view **60e** of FIG. **6E**). The augmentation **64d** being in the shape of a plane towing a banner. Augmentation **64cc** includes an augmentation aspect **67a** in the form of a darkened or darkly colored boarder. FIG. **6F** also illustrates eye focus **65c** of the one or more eyes of the user **52** being on the augmentation aspect **67a**.

Referring now to FIG. **6G** illustrates another example augmented view **60g** of the beach scene illustrated in FIG. **6A**. In particular, FIG. **6G** illustrates the dwell path **66b** of one or more eyes of a user **52** between augmentation **64c** and augmentation **64e**. The roundabout path of the dwell path **66b** may be as result of the precipitation information included in the augmentation **64c**. The detected dwell path **66b** may, in some embodiments, cause the AR device **70\*** to selectively insert any additional augmentations along (or not along) the detected dwell path **66b**.

FIG. **6H** illustrates an example actual view **60h** of an interior scene from a shopping mall as captured by, for example, the AR device **70\*** of FIG. **7A** or **7B**. Referring now to FIG. **6I**, which illustrates an augmented view **60i** of the actual view **60h** illustrated in FIG. **6H**. Included in the

augmented view is an augmentation **64f**, which is an informational augmentation that provides menu information of a restaurant that is located in the shopping mall.

Turning now to FIG. 6K, which illustrates the augmented view **60k** of the interior of the restaurant that was referred to above. Included in the augmented view **60k** is an augmentation **64g**, which contains the same information as the augmentation **64f** of FIG. 6I. Note, however, the augmentation **64g** has been placed at the left bottom corner of the augmented view **60k** rather than in the center of the augmented view **60i** of FIG. 6I. In some cases, the placement of the augmentation **64g** at the corner of the augmented view **60k** may be based on the user **52** reaction to the augmented view **60i** of FIG. 6I. That is, the AR device **70\*** may have detected that the user **52** showed very little interest (e.g., very low dwell time or lack of eye focus) in augmentation **64f** because the user may have been, for example, irritated by the placement of the augmentation **64f** at the center of the augmented view **60i**. As a result, the augmentation **64g** was selectively placed at the corner of the augmented view **60k** in order to not antagonize the user **52**.

FIG. 6M shows another example augmented view **60m** of the interior of a shopping mall as was illustrated in FIG. 6H. The augmented view **60m** includes an augmentation **64h** that contains similar information as augmentation **64f** of FIG. 6I. Note, however, augmentation **64h** has a different format (e.g., different coloring and a bolder border) from the format of augmentation **64f**. In various embodiments, the augmentation **64h** may be as a result of the AR device **70\*** detecting user **52** lack of interest of the original augmentation **64f** of FIG. 6I. Note that a more detailed discussion related to FIGS. 6A, 6B, 6C, 6D, 6E, 6F, 6G, 6H, 6I, 6K and 6M will be provided with respect to the operations and processes to be described herein.

Referring now to FIGS. 7A and 7B, illustrating two block diagrams representing two different implementations of an augmented reality (AR) device **70\*** that can execute the operations and processes to be described herein. In particular, and as will be further described herein, FIG. 7A illustrates an AR device **70'** that is the "hardwired" or "hard" implementation of an AR device **70'** that can implement the operations and processes to be described herein. The AR device **70'** may include certain logic modules including, for example, a user reaction ascertaining module **102'**, a user reaction associating module **104'**, a non-augmented view presenting module **105'**, an augmented view presenting module **106'**, a correlation result relaying module **107'**, and/or an augmentation acquiring module **108'** (which may further include a visibility rule acquiring module **109'**) that are implemented using purely hardware or circuitry components (e.g., application specific integrated circuit (or ASIC)). In contrast, FIG. 7B illustrates an AR device **70"** that is the "soft" implementation of the AR device **70'** of FIG. 7A in which certain logic modules including a user reaction ascertaining module **102"**, a user reaction associating module **104"**, a non-augmented view presenting module **105"**, an augmented view presenting module **106"**, a correlation result relaying module **107"**, and an augmentation acquiring module **108"** (which may further include a visibility rule acquiring module **109"**) are implemented using electronic circuitry (e.g., one or more processors including one or more microprocessors, controllers, etc.) executing one or more programming instructions (e.g., software).

The embodiments of the AR device **70\*** illustrated in FIGS. 7A and 7B are two extreme implementations of the AR device **70\*** in which all of the logic modules (e.g., the

user reaction ascertaining module **102'**, the user reaction associating module **104'**, the non-augmented view presenting module **105'**, the augmented view presenting module **106'**, the correlation result relaying module **107'**, and the augmentation acquiring module **108'** including the visibility rule acquiring module **109'**) are implemented using purely hardware solutions (e.g., circuitry such as ASIC) as illustrated in FIG. 7A or in which all of the logic modules (e.g., the user reaction ascertaining module **102"**, the user reaction associating module **104"**, the non-augmented view presenting module **105"**, the augmented view presenting module **106"**, the correlation result relaying module **107"**, and the augmentation acquiring module **108"** including the visibility rule acquiring module **109"**) are implemented using software solutions (e.g., programmable instructions being executed by hardware such as one or more processors) as illustrated in FIG. 7B. Since, there are many ways of combining hardware, software, and/or firmware in order to implement the various logic modules (e.g., the user reaction ascertaining module **102\***, the user reaction associating module **104\***, the non-augmented view presenting module **105\***, the augmented view presenting module **106\***, the correlation result relaying module **107\***, and the augmentation acquiring module **108\*** including the visibility rule acquiring module **109\***), only the two extreme implementations (e.g., the purely hardware solution as illustrated in FIG. 7A and the software solution of FIG. 7B) are illustrated here. It should be noted here that with respect to the "soft" implementation illustrated in FIG. 7B, hardware in the form of circuitry such as one or more processors **116** are still needed in order to execute the software. Further details related to the two implementations of AR device **70\*** illustrated in FIGS. 7A and 7B will be provided in greater detail below.

In some instances, one or more components may be referred to herein as "configured to," "configured by," "configurable to," "operable/operative to," "adapted/adaptable," "able to," "conformable/conformed to," "designed to," etc. Those skilled in the art will recognize that such terms (e.g., "configured to") generally encompass active-state components and/or inactive-state components and/or standby-state components, unless context requires otherwise.

Referring particularly now to FIG. 7A, which illustrates a block diagram of an AR device **70'** that includes a user reaction ascertaining module **102'**, a user reaction associating module **104'**, a non-augmented view presenting module **105'**, an augmented view presenting module **106'**, a correlation result relaying module **107'**, and an augmentation acquiring module **108'** (which further includes a visibility rule acquiring module **109'**), one or more processors **116** (e.g., one or more microprocessors), a memory **114** that may store one or more applications **160** (e.g., an operating system (OS) **162**, one or more facial recognition applications **163**, one or more visual object recognition applications **164** (e.g., for visually recognizing one or more items that are visible in a scene from the real physical environment), one or more voice recognition applications **165**, one or more sound recognition applications **166** (e.g., an application for recognizing/identifying sounds other than voice such as the sound of a train passing or waves crashing along a shoreline), and/or one or more personal information manager (PIM) applications **168**), one or more augmentations **170**, and one or more visibility rules **171** (e.g., directives for when and how augmentations are to be presented), a user interface **110** (e.g., a display, a mouse, a microphone, etc.), a network interface **112** (e.g., a network interface card or "NIC"), and

17

one or more sensors **120**. Although not depicted, the memory **114** may further include other types of application not depicted in FIG. 7A including, for example, communication applications such as an email application and/or an instant messaging (IM) application.

In various embodiments, the user reaction ascertaining module **102'** of FIG. 7A is a logic module that may be designed to, among other things, ascertain one or more user reactions of a user reacting to a display of an augmented view of an actual scene from a real environment, the displayed augmented view having included one or more augmentations **170**.

In contrast, the user reaction associating module **104'** of FIG. 7A is a logic module that may be configured to associate the one or more user reactions with at least one or more aspects associated with the one or more augmentations **170** that were displayed with the augmented view.

Turning now to FIG. 7B, which illustrates a block diagram of another AR device **70''** that can implement the operations and processes to be described herein. As indicated earlier, the AR device **70''** in FIG. 7B is merely the "soft" version of the AR device **70'** of FIG. 7A because the various logic modules: the user reaction ascertaining module **102''**, the user reaction associating module **104''**, the non-augmented view presenting module **105''**, the augmented view presenting module **106''**, the correlation result relaying module **107''**, and the augmentation acquiring module **108''** including the visibility rule acquiring module **109''** are implemented using software and one or more processors **116** (e.g., one or more microprocessors or controllers) executing the software (e.g., computer readable instructions **152**) rather than being implemented using purely hardware (e.g., ASIC) as was the case in the AR device **70'** of FIG. 7A. Thus, the user reaction ascertaining module **102''**, the user reaction associating module **104''**, the non-augmented view presenting module **105''**, the augmented view presenting module **106''**, the correlation result relaying module **107''**, and the augmentation acquiring module **108''** including the visibility rule acquiring module **109''** of FIG. 7B may be designed to execute the same functions as the user reaction ascertaining module **102'**, the user reaction associating module **104'**, the non-augmented view presenting module **105'**, the augmented view presenting module **106'**, the correlation result relaying module **107'**, and the augmentation acquiring module **108'** including the visibility rule acquiring module **109'** of FIG. 7A. The AR device **70''**, as illustrated in FIG. 7B, has other components (e.g., user interface **110**, network interface **112**, and so forth) that are the same or similar to the other components included in the AR device **70'** of FIG. 7A. Note that in the embodiment of the AR device **70''** illustrated in FIG. 7B, the various logic modules (e.g., the user reaction ascertaining module **102''**, the user reaction associating module **104''**, and so forth) may be implemented by the one or more processors **116** (or other types of circuitry such as field programmable gate arrays or FPGAs) executing one or more computer readable instructions **152** stored in memory **114**.

In various embodiments, the memory **114** of the AR device **70'** of FIG. 7A and the AR device **70''** of FIG. 7B may comprise of one or more of mass storage device, read-only memory (ROM), programmable read-only memory (PROM), erasable programmable read-only memory (EPROM), cache memory such as random access memory (RAM), flash memory, synchronous random access memory (SRAM), dynamic random access memory (DRAM), and/or other types of memory devices.

18

Turning now to FIG. 8A illustrating a particular implementation of the user reaction ascertaining module **102\*** (e.g., the user reaction ascertaining module **102'** or the user reaction ascertaining module **102''**) of FIGS. 7A and 7B. As illustrated, the user reaction ascertaining module **102\*** may include one or more sub-logic modules in various alternative implementations. For example, in various embodiments, the user reaction ascertaining module **102\*** may include a physiological characteristic determining module **802** that includes an eye characteristic determining module **804**, which may further include an eye movement determining module **806** (which may further include an eye dwell path detecting module **808**), an eye attention determining module **810** (which may further include an eye attention time determining module **812**), and/or a pupil characteristic detecting module **814**, and/or an augmented view aspect recording module **816** that includes an augmentation form recording module **818** (which may further include an augmentation shape/dimension recording module **820** and/or an augmentation location recording module **822**), a non-augmentation scene element aspect recording module **824** (which may further include a non-augmentation scene element location recording module **826**), and/or an obfuscated non-augmentation scene element recording module **828**. Specific details related to the user reaction ascertaining module **102\*** as well as the above-described sub-modules of the user reaction ascertaining module **102\*** will be provided below with respect to the operations and processes to be described herein.

FIG. 8B illustrates a particular implementation of the user reaction associating module **104\*** (e.g., the particular implementation of the user reaction associating module **104'** or the particular implementation of the user reaction associating module **104''**) of FIG. 7A or 7B. As illustrated, the user reaction associating module **104\*** may include one or more sub-logic modules in various alternative embodiments. For example, in various embodiments, the user reaction associating module **104\*** may include a relationship identifying module **830** (which may further include a relationship logging module **832**) and/or a physiological characteristic associating module **834** that may further include an eye characteristic associating module **836**, which may further include an eye movement associating module **838** (which may further include a dwell path associating module **840**), an eye focus associating module **842** (which may further include a dwell time associating module **844**), and/or a pupil characteristic associating module **846** (which may further include a pupil shape/size associating module **848**). Specific details related to the user reaction associating module **104\*** as well as the above-described sub-modules of the user reaction associating module **104\*** will be provided below with respect to the operations and processes to be described herein.

FIG. 8C illustrates the various types of user interface devices that may be part of the user interface **110** of the AR device **70\*** of FIG. 7A or 7B. In various embodiments, the user interface **110** may include one or more display monitors **852** (e.g., a touchscreen, a liquid crystal display (LCD), a see-through display, and/or other types of display monitors), one or more visual capturing devices **854** (e.g., one or more video or web cameras, digital cameras, and/or other types of cameras **870**—see FIG. 8D), one or more audio speakers **856**, one or more audio input devices **858** (e.g., one or more microphones)—see also audio sensors **872** of FIG. 8D, and/or one or more keyboard/keypads **860**. Although not depicted, other types of user interfaces **110** may be included

with the user interface **110** in various alternative embodiments including, for example, a mouse or other types of user input/output devices.

FIG. **8D** illustrates at least some of the various types of sensors **120** that may be included with the AR device **70\*** (e.g. the AR device **70'** of FIG. **7A** or the AR device **70''** of FIG. **7B**). As illustrated, the one or more sensors **120** that may be included with the AR device **70\*** may include one or more cameras **870** (note that the one or more cameras **870** may be the same as the one or more visual capturing devices **854** described above with respect to the user interface **110**), one or more audio sensors **872** (see also audio input device[s] **858** described above), one or more location sensors **874** such as one or more global positioning systems (GPSs) **875**, one or more orientation/movement sensors **876** (which may comprise one or more accelerometers **877**, one or more gyroscopes **878**, one or more inertia sensors **879**, one or more pedometers **880**), and/or one or more user physiological sensors **882** (e.g., one or more blood pressure sensors **883**, one or more pulse/heart rate sensors **884**, one or more galvanic skin sensors **885**). Note that with respect to the one or more location sensors **874**, the one or more orientation/movement sensors **876**, and/or one or more user physiological sensors **882**, these sensor devices may include other types of sensors not depicted in FIG. **8D**. For example the one or more location sensors **874** in some alternative implementations may include a location sensor **874** that employs triangulation techniques and signals from cellular towers to determine location while the one or more user physiological sensors **882** may include in some alternative embodiments one or more blood pressure sensors **883** and/or other types of sensors **120**.

A more detailed discussion related to the AR device **70\*** (e.g., the AR device **70'** of FIG. **7A** or the AR device **70''** of FIG. **7B**) discussed above will now be provided with respect to the processes and operations to be described herein. FIG. **9** illustrates an operational flow **900** representing example operations for, among other things, ascertaining a user reaction to a display of an augmented view of an actual scene from the real physical environment, the augmented view to be displayed including one or more augmentations; and associating the user reaction to one or more aspects of the one or more augmentations. In various implementations, the results of these operations (e.g., association or correlation of the user reaction with the one or more aspects of the one or more augmentations) may be used in order to, for example, optimally format augmentations that may be displayed in subsequent augmented views.

In FIG. **9** and in the following figures that include various examples of operational flows, discussions and explanations will be provided with respect to the AR device **70\*** described above and as illustrated in FIGS. **1A**, **1B**, **2A**, **2B**, **3A**, **3B**, **4A**, **4B**, **7A**, **7B**, **8A**, **8B**, **8C**, and **8D**, and/or with respect to other examples (e.g., as provided in FIGS. **5A**, **5B**, **6A**, **6B**, **6C**, **6D**, **6E**, **6F**, **6G**, **6H**, **6I**, **6K**, and **6M**) and contexts. However, it should be understood that the operational flows may be executed in a number of other environments and contexts, and/or in modified versions of FIGS. **1A**, **1B**, **2A**, **2B**, **3A**, **3B**, **4A**, **4B**, **5A**, **5B**, **6A**, **6B**, **6C**, **6D**, **6E**, **6F**, **6G**, **6H**, **6I**, **6K**, **6M**, **7A**, **7B**, **8A**, **8B**, **8C**, and **8D**. Also, although the various operational flows are presented in the sequence(s) illustrated, it should be understood that the various operations may be performed in other orders other than those which are illustrated, or may be performed concurrently.

Further, in FIG. **9** and in the figures to follow thereafter, various operations may be depicted in a box-within-a-box

manner. Such depictions may indicate that an operation in an internal box may comprise an optional example embodiment of the operational step illustrated in one or more external boxes. However, it should be understood that internal box operations may be viewed as independent operations separate from any associated external boxes and may be performed in any sequence with respect to all other illustrated operations, or may be performed concurrently. Still further, these operations illustrated in FIG. **9** as well as the other operations to be described herein are performed by at least one of a machine, an article of manufacture, or a composition of matter unless indicated otherwise.

For ease of understanding, the flowcharts are organized such that the initial flowcharts present implementations via an example implementation and thereafter the following flowcharts present alternate implementations and/or expansions of the initial flowchart(s) as either sub-component operations or additional component operations building on one or more earlier-presented flowcharts. Those having skill in the art will appreciate that the style of presentation utilized herein (e.g., beginning with a presentation of a flowchart(s) presenting an example implementation and thereafter providing additions to and/or further details in subsequent flowcharts) generally allows for a rapid and easy understanding of the various process implementations. In addition, those skilled in the art will further appreciate that the style of presentation used herein also lends itself well to modular and/or object-oriented program design paradigms.

More particularly, in FIG. **9** and in the figures to follow thereafter, various operations may be depicted in a box-within-a-box manner. Such depictions may indicate that an operation in an internal box may comprise an optional example embodiment of the operational step illustrated in one or more external boxes. However, it should be understood that internal box operations may be viewed as independent operations separate from any associated external boxes and may be performed in any sequence with respect to all other illustrated operations, or may be performed concurrently. Still further, these operations illustrated FIG. **9** as well as the other operations to be described herein may be performed by at least one of a machine, an article of manufacture, or a composition of matter.

In any event, after a start operation, the operational flow **900** of FIG. **9** may move to a user reaction detecting operation **902** for detecting one or more user reactions of a user in response to a display to the user of an augmented view of an actual scene from a real environment, the augmented view that was displayed including one or more augmentations. For instance, and as illustration, the user reaction ascertaining module **102\*** of FIG. **7A** or **7B** (e.g., the user reaction ascertaining module **102'** of FIG. **7A** or the user reaction ascertaining module **102''** of FIG. **7B**) detecting or ascertaining one or more user reactions (e.g., ocular or facial reactions) of a user **52** (see FIGS. **5A** and **5B**) in response to a display to the user **52** of an augmented view **56** (see FIG. **5A** or **5B**) of an actual scene (e.g., actual view **51** of FIG. **5A** or **5B**) from a real environment **50**, the augmented view **56** that was displayed including one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

As further illustrated in FIG. **9**, operational flow **900** may also include a user reaction correlating operation **904** for correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented. For instance, the user reaction associat-

ing module **104\*** (e.g., the user reaction associating module **104'** of FIG. 7A or the user reaction associating module **104''** of FIG. 7B) of the AR device **70\*** correlating the detected one or more user reactions of a user **52** (e.g., eye movements and/or dwell time of the one or more eyes of the user **52** with respect to the one or more augmentations included in the displayed augmented view **56**, and/or other physiological characteristics of the user **52** that may indicate, for example, mental state of the user **52**) with at least one or more aspects associated with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) that were included in the augmented view **56** that was presented. In various implementations, the correlating of the detected one or more user reactions of the user **52** with the at least one or more aspects associated with the one or more augmentations may actually involve the associating or linking of the detected one or more user reactions of the user **52** with the at least one or more aspects associated with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M). Note that the various correlating operations to be described herein may involve associating or linking of two variables (e.g., associating or linking of one or more augmentations that were displayed to a user with one or more user reactions (e.g., eye focus or movements) that were detected proximate to (e.g., sensed during and/or following) the display of the one or more augmentations).

As will be described below, the user reaction detecting operation **902** and the user reaction correlating operation **904** of FIG. 9 may be executed in a variety of different ways in various alternative implementations. FIGS. 10A, 10B, 10C, and 10D, for example, illustrates at least some of the alternative ways that the user reaction detecting operation **902** of FIG. 9 may be executed in various alternative implementations. For example, FIGS. 10A, 10B, and 10C illustrate how various types of user reactions that may be detected (e.g., ascertained) through the user reaction detecting operation **902** of FIG. 9 in various alternative implementations. In some cases, for example, the user reaction detecting operation **902** may include an operation **1002** for detecting the one or more user reactions of the user including sensing one or more physiological characteristics of the user proximate to the display of the augmented view as illustrated in FIG. 10A. For instance, the physiological characteristic determining module **802** (see FIG. 8A) of the AR device **70\*** (e.g., the AR device **70'** of FIG. 7A or the AR device **70''** of FIG. 7B) detecting the one or more user reactions of the user **52** including sensing (e.g., determining) one or more physiological characteristics (e.g., ocular characteristics, galvanic skin response, blood pressure, and/or pulse rate) of the user **52** proximate (e.g., during and/or immediately after) to the display of the augmented view (see, for example, augmented view **60b** of FIG. 6B).

As further illustrated in FIG. 10A, operation **1002** may additionally include one or more additional operations in various alternative implementations including in some cases an operation **1003** for sensing the one or more physiological characteristics of the user including sensing one or more eye characteristics of one or more eyes of the user during and/or following the display of the augmented view. For instance, the physiological characteristic determining module **802** including the eye characteristic determining module **804** (see FIG. 8A) of the AR device **70\*** of FIG. 7A or 7B sensing the one or more physiological characteristics of the user **52** when the eye characteristic determining module **804** senses (e.g., visually or optically determining) one or more eye

characteristics of one or more eyes of the user **52** during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In various implementations, operation **1003** may further include an operation **1004** for sensing the one or more eye characteristics of the one or more eyes of the user including sensing one or more eye movements of the one or more eyes of the user during and/or following the display of the augmented view. For instance, the eye characteristic determining module **804** including the eye movement determining module **806** (see FIG. 8A) of the AR device **70\*** of FIG. 7A or 7B sensing (e.g., determining) the one or more eye characteristics of the one or more eyes of the user when the eye movement determining module **806** senses one or more eye movements of the one or more eyes of the user **52** during and/or immediately following the display of the augmented view (see, for example, augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M). For example, using one or more cameras **870** and using an eye tracking application, movements of one or more eyes of the user **52** may be tracked.

As further illustrated in FIG. 10A, operation **1004** may further include one or more additional operations including in some cases, for example, an operation **1005** for sensing the one or more eye movements of the one or more eyes of the user including tracking dwell path of the one or more eyes of the user with respect to the augmented view during and/or following the display of the augmented view. For instance, the eye movement determining module **806** including the eye dwell path detecting module **808** (see FIG. 8A) of the AR device **70\*** of FIG. 7A or 7B sensing (e.g., detecting or determining) the one or more eye movements of the one or more eyes of the user **52** when the eye dwell path detecting module **808** tracks dwell path **66a** (see FIG. 6C) of the one or more eyes of the user **52** with respect to the augmented view **60b** during and/or immediately following the display of the augmented view (see **60b** of FIGS. 6B and 6C). Note that FIG. 6C illustrates a dwell path **66a** of a user **52** relative to the augmented view **60b** (e.g., with respect to the augmented view **60b**).

In some cases, operation **1005** may further include an operation **1006** for tracking the dwell path of the one or more eyes of the user with respect to the augmented view including tracking dwell path of the one or more eyes of the user as focus of the one or more eyes of the user moves away from the one or more augmentations included in the augmented view. For instance, the eye dwell path detecting module **808** of the AR device **70\*** of FIG. 7A or 7B tracking the dwell path **66a** (see FIG. 6C) of the one or more eyes of the user **52** with respect to the augmented view **60b** (see FIG. 6C) including tracking dwell path **66a** of the one or more eyes of the user **52** as focus of the one or more eyes of the user **52** moves away from the one or more augmentations **64a** (see the sundial augmentation **64a** illustrated in FIGS. 6B and 6C) included in the augmented view **60b**.

In some cases, operation **1005** may additionally or alternatively include or involve an operation **1007** for tracking the dwell path of the one or more eyes of the user with respect to the augmented view including tracking dwell path of the one or more eyes of the user as focus of the one or more eyes of the user moves between multiple augmentations included in the augmented view as further depicted in FIG. 10A. For instance, the eye dwell path detecting module **808** of the AR device **70\*** of FIG. 7A or 7B tracking the dwell path **66b** (see FIG. 6G) of the one or more eyes of the user **52** with respect to the augmented view **60g** (see FIG. 6G) including tracking



dwelling path **66b** of the one or more eyes of the user **52** as focus of the one or more eyes of the user **52** moves between multiple augmentations (e.g., augmentations **64c** and **64e** of FIG. **6G**) included in the augmented view **60g**.

As illustrated in FIG. **10A**, in some implementations operation **1003** for sensing the one or more physiological characteristics of the user including sensing one or more eye characteristics of one or more eyes of the user during and/or following the display of the augmented view may additionally or alternatively include or involve an operation **1008** for sensing the one or more eye characteristics of the one or more eyes of the user including sensing eye focus of the one or more eyes of the user with respect to the augmented view during and/or following the display of the augmented view. For instance, the eye characteristic determining module **804** including the eye attention determining module **810** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more eye characteristics of the one or more eyes of the user **52** when the eye attention determining module **810** senses eye focus **65b** (see FIG. **6E**) of the one or more eyes of the user **52** with respect to the augmented view **60e** (see FIG. **6E**) during and/or immediately following the display of the augmented view **60e**.

As further illustrated in FIG. **10A**, in various implementations operation **1008** may involve one or more additional operations including in some cases an operation **1009** for sensing the eye focus of the one or more eyes of the user including sensing eye focus of the one or more eyes of the user with respect to the one or more aspects of the one or more augmentations during and/or following the display of the augmented view. For instance, the eye attention determining module **810** of the AR device **70\*** of FIG. **7A** or **7B** sensing the eye focus of the one or more eyes of the user **52** including sensing eye focus **65c** (see FIG. **6F**) of the one or more eyes of the user **52** with respect to the one or more aspects **67a** (e.g., the border or rim of the augmentation **64c** of FIG. **6F** having a particular color or lighting or flashing pattern) of the one or more augmentations **64c** during and/or immediately following the display of the augmented view **60f**. Note that in the example illustrated in FIG. **6F**, the one or more eyes of the user **52** instead of being focused (e.g., eye focus **65c**) on the border of the augmentation **64c** may alternatively be focused or dwell on items in the augmented view **60f** including, for example, the information contained in the augmentation **64c** (which indicates that there is a 90 percent change of precipitation), which may ultimately cause the user **52** to look upward towards the sky as illustrated in FIG. **6E**.

In the same or alternative implementations, operation **1008** may additionally or alternatively include an operation **1010** for sensing the eye focus of the one or more eyes of the user including sensing eye focus of the one or more eyes of the user with respect to the one or more aspects of one or more non-augmentation scene elements included in the augmented view during and/or following the display of the augmented view. For instance, the eye attention determining module **810** of the AR device **70\*** of FIG. **7A** or **7B** sensing (e.g., detecting or determining) the eye focus of the one or more eyes of the user **52** including sensing eye focus of the one or more eyes of the user **52** with respect to the one or more aspects of one or more non-augmentation scene elements (e.g., the ocean or sky illustrated in FIG. **6F**) included in the augmented view **60f** (see FIG. **6F**) during and/or immediately following the display of the augmented view **60f**.

In the same or alternative implementations, operation **1008** may additionally or alternatively include an operation

**1011** for sensing the eye focus of the one or more eyes of the user including sensing dwell time of the one or more eyes of the user with respect to the one or more aspects of the augmented view during and/or following the display of the augmented view. For instance, the eye attention determining module **810** including the eye attention time determining module **812** of the AR device **70\*** of FIG. **7A** or **7B** sensing the eye focus of the one or more eyes of the user **52** including sensing dwell time of the one or more eyes of the user **52** with respect to the one or more aspects (e.g., augmentation **64f** of FIG. **6I**) of the augmented view **60i** (see FIG. **6I**) during and/or immediately following the display of the augmented view **60i**. Note that with respect to the example augmented view **60i** illustrated in FIG. **6I** that may be displayed to the user **52**, the user **52** may be bothered by having an augmentation **64f** placed at the center of his or her field of view and therefore, may not want to dwell on the augmentation **64f** for a long time, but instead, may look away from the augmentation **64f** quickly.

Turning now to FIG. **10B**, in various implementations, operation **1003** for sensing the one or more physiological characteristics of the user including sensing one or more eye characteristics of one or more eyes of the user during and/or following the display of the augmented view may actually involve or include an operation **1012** for sensing the one or more eye characteristics of the one or more eyes of the user including sensing one or more pupil characteristics of the one or more eyes of the user during and/or following the display of the augmented view. For instance, the eye characteristic determining module **804** including the pupil characteristic detecting module **814** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more eye characteristics of the one or more eyes of the user **52** when the pupil characteristic detecting module **814** senses one or more pupil characteristics of the one or more eyes of the user **52** during and/or immediately following the display of the augmented view (e.g., augmented view **60b** of FIG. **6B**). That is, by sensing the size and shape of the pupils of a user **52**, the user's intensity of interest with respect to the augmented view that the user **52** is viewing may be ascertained.

As further illustrated in FIG. **10B**, in various implementations operation **1012** may further involve one or more additional operations including, in some cases an operation **1013** for sensing the one or more pupil characteristics of the one or more eyes of the user including sensing shape and/or size of one or more pupils of the user during and/or following the display of the augmented view. For instance, the pupil characteristic detecting module **814** of the AR device **70\*** of FIG. **7A** or **7B** sensing using, for example, one or more cameras **870** the one or more pupil characteristics of the one or more eyes of the user **52** including sensing shape and/or size of one or more pupils of the user **52** during and/or immediately following the display of the augmented view (e.g., augmented view **60d** of FIG. **6D**).

In the same or alternative implementations, the operation **1012** may additionally or alternatively include an operation **1014** for sensing the one or more pupil characteristics of the one or more eyes of the user including sensing the one or more pupil characteristics in combination with sensing eye focus of the one or more eyes of the user with respect to the augmented view during and/or following the display of the augmented view. For instance, the pupil characteristic detecting module **814** and the eye attention determining module **810** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more pupil characteristics of the one or more eyes of the user **52** including sensing, by the pupil characteristic detecting module **814**, of the one or more pupil character-

istics of the user **52** in combination with sensing, by the eye attention determining module **810**, of the eye focus (see eye focus **65c** of FIG. **6F**) of the one or more eyes of the user **52** with respect to the augmented view **60f** during and/or immediately following the display of the augmented view (e.g., augmented view **60f** of FIG. **6F**). That is, by sensing the size and shape of the pupils of a user **52** along with sensing what visual item is the user visually focused on, the user's intensity of interest with respect to the visual item (e.g. an augmentation or a non-augmentation visual item) that the user is visually focused on may at least be inferred or estimated.

In some implementations, operation **1014** may further include or involve an operation **1015** for sensing the one or more pupil characteristics in combination with sensing the eye focus of the one or more eyes of the user including sensing the one or more pupil characteristics in combination with sensing eye focus of the one or more eyes of the user with respect to the one or more aspects of the one or more augmentations during and/or following the display of the augmented view. For instance, the pupil characteristic detecting module **814** and the eye attention determining module **810** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more pupil characteristics in combination with sensing the eye focus of the one or more eyes of the user **52** including sensing, by the pupil characteristic detecting module **814**, of the one or more pupil characteristics in combination with sensing, by the eye attention determining module **810**, of eye focus of the one or more eyes of the user **52** with respect to the one or more aspects of the one or more augmentations (e.g., augmentation aspect **67a** of FIG. **6F**, which is the boarder to augmentation **64cc** of FIG. **6F**) during and/or immediately following the display of the augmented view **60f**.

In the same or different implementations, the operation **1014** may additionally or alternatively include an operation **1016** for sensing the one or more pupil characteristics in combination with sensing the eye focus of the one or more eyes of the user including sensing the one or more pupil characteristics in combination with sensing eye focus of the one or more eyes of the user with respect to the one or more aspects of one or more non-augmentation scene elements included in the augmented view during and/or following the display of the augmented view. For instance, the pupil characteristic detecting module **814** and the eye attention determining module **810** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more pupil characteristics in combination with sensing the eye focus of the one or more eyes of the user **52** including sensing, by the pupil characteristic detecting module **814**, of the one or more pupil characteristics in combination with sensing, by the eye attention determining module **810**, of eye focus (e.g., eye focus **65b** of FIG. **6E**) of the one or more eyes of the user **52** with respect to one the or more aspects of one or more non-augmentation scene elements (e.g., the sky illustrated in FIG. **6E**) included in the augmented view **60e** (see FIG. **6E**) during and/or immediately following the display of the augmented view **60e**.

In some cases, operation **1012** for sensing the one or more eye characteristics of the one or more eyes of the user including sensing one or more pupil characteristics of the one or more eyes of the user during and/or following the display of the augmented view may actually involve or include one or more additional operations including an operation **1017** for sensing the one or more pupil characteristics of the one or more eyes of the user including sensing the one or more pupil characteristics in combination with

tracking dwell path of the one or more eyes of the user with respect to the augmented view during and/or following the display of the augmented view. For instance, the pupil characteristic detecting module **814** and the eye dwell path detecting module **808** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more pupil characteristics of the one or more eyes of the user **52** including sensing, by the pupil characteristic detecting module **814**, of the one or more pupil characteristics of the user **52** in combination with tracking, by the eye dwell path detecting module **808**, of the dwell path **66b** (see FIG. **6E**) of the one or more eyes of the user **52** with respect to the augmented view **60e** (see FIG. **6E**) during and/or immediately following the display of the augmented view **60e**.

Turning now to FIG. **10C**, in various implementations, operation **1002** for detecting the one or more user reactions of the user including sensing one or more physiological characteristics of the user proximate to the display of the augmented view may additionally include or involve an operation **1018** for sensing the one or more physiological characteristics of the user including sensing one or more cardiopulmonary characteristic, skin characteristic and/or brain characteristic of the user during and/or following the display of the augmented view. For instance, the physiological characteristic determining module **802** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more physiological characteristics of the user including sensing one or more cardiopulmonary characteristic, skin characteristic and/or brain characteristic of the user **52** during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**). In some implementations, such physiological characteristics may be collected and processed in order to infer the mental and/or physical state of the user **52**. Based on the determined mental and/or physical state of the user **52**, the most appropriate augmentation, as well as its format, may be selected for presentation by for example, the AR device **70\***.

In the same or different implementations, operation **1002** may additionally or alternatively include an operation **1019** for sensing the one or more physiological characteristics of the user proximate to the display of the augmented view including sensing the one or more physiological characteristics of the user at least just prior to the display of the augmented view. For instance, the physiological characteristic determining module **802** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more physiological characteristics of the user proximate to the display of the augmented view including sensing the one or more physiological characteristics (e.g., galvanic skin response, heart rate, and so forth) of the user **52** at least just prior to the display of the augmented view **60b** (see FIG. **6B**). Such an operation may be executed in some cases in order to, for example, provide baseline physiological characteristics. That is, in order to determine what user physiological characteristic (e.g., changes in user physiological characteristics) can be attributed to the presentation or display of an augmented view (e.g., augmented view **60i** of FIG. **6I**), the baseline physiological characteristics of the user **52** when the user **52** is not "stimulated" by the augmented view may be determined.

In some cases, operation **1019** may further include an operation **1020** for sensing the one or more physiological characteristics of the user at least just prior to the display of the augmented view including sensing one or more eye characteristics, one or more cardiopulmonary characteristics, one or more skin characteristics, and/or one or more brain characteristics of the user at least just prior to the

display of the augmented view. For instance, the physiological characteristic determining module **802** of the AR device **70\*** of FIG. **7A** or **7B** sensing the one or more physiological characteristics of the user at least just prior to the display of the augmented view including sensing one or more eye characteristics, one or more cardiopulmonary characteristics, one or more skin characteristics, and/or one or more brain characteristics (e.g., as sensed by a functional near infrared (fNIR) device or functional magnetic resonance imaging (fMRI) device) of the user **52** at least just prior to the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In various implementations, the user reaction detecting operation **902** of FIG. **9** may include an operation **1021** for detecting the one or more user reactions of the user including detecting at least one of facial expression, head position, or head tilt of the user proximate to the display of the augmented view as further illustrated in FIG. **10C**. For instance, the user reaction ascertaining module **102\*** of the AR device **70\*** of FIG. **7A** or **7B** detecting the one or more user reactions of the user **52** including detecting at least one of facial expression, head position, or head tilt (e.g., as detected using one or more cameras **870**, tilt sensors, and/or other sensors) of the user proximate to the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, or **60k** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, or **6K**).

As further illustrated in FIG. **10C**, operation **1021** in some implementations may further include or involve an operation **1022** for detecting at least one of the facial expression, the head position, or the head tilt of the user during and/or following the display of the augmented view. For instance, the user reaction ascertaining module **102\*** of the AR device **70\*** of FIG. **7A** or **7B** detecting at least one of the facial expression, the head position, or the head tilt of the user **52** during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60i**, or **60k** of FIG. **6B**, **6D**, **6E**, **6F**, **6I**, or **6K**). In some implementations, such an operation may be implemented in order to provide a baseline characteristic of the user **52**.

In the same or different implementations, the user reaction detecting operation **902** may additionally or alternatively include an operation **1023** for detecting the one or more user reactions of the user in response to the display of the augmented view including registering one or more aspects of the augmented view. For instance, the user reaction ascertaining module **102\*** including the augmented view aspect recording module **816** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** detecting the one or more user reactions (e.g., eye focus or movements) of the user **52** in response by the user **52** to the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, or **60k** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, or **6K**) when the augmented view aspect recording module **816** registers (e.g., records or chronicles) one or more aspects of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, or **60k** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, or **6K**).

As further depicted in FIG. **10C**, in some implementations operation **1023** may further include or involve an operation **1024** for registering the one or more aspects of the presented augmented view including registering one or more forms of the one or more augmentations included in the augmented view. For instance, the augmented view aspect recording module **816** including the augmentation form recording module **818** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** registering the one or more aspects of the presented augmented view when the augmentation form recording

module **818** registers one or more forms (e.g., color, shading, placement in the augmented view, etc.) of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In some cases, operation **1024** may further include an operation **1025** for registering the one or more forms of the one or more augmentations including registering one or more shapes and/or dimensions of the one or more augmentations. For instance, the augmentation form recording module **818** including the augmentation shape/dimension recording module **820** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** registering the one or more forms of the one or more augmentations when the augmentation shape/dimension recording module **820** registers one or more shapes and/or dimensions of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In the same or different implementations, operation **1024** may additionally or alternatively include an operation **1026** for registering the one or more forms of the one or more augmentations including registering one or more locations of the one or more augmentations in the augmented view. For instance, the augmentation form recording module **818** including the augmentation location recording module **222** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** registering the one or more forms of the one or more augmentations when the augmentation location recording module **222** registers one or more locations of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

Referring now to FIG. **10D**, in various implementations the operation **1023** for detecting the one or more user reactions of the user in response to the display of the augmented view including registering one or more aspects of the augmented view may in some cases include an operation **1027** for registering the one or more aspects of the presented augmented view including registering one or more aspects of one or more non-augmentation scene elements included in the augmented view. For instance, the augmented view aspect recording module **816** including the non-augmentation scene element aspect recording module **824** (see FIG. **8A**) of the AR device **70\*** of FIG. **7A** or **7B** registering the one or more aspects of the presented augmented view when the non-augmentation scene element aspect recording module **824** registers one or more aspects (e.g., color, size, placement in the augmented view, and so forth) of one or more non-augmentation scene elements (e.g., a sign, a store or building front, a street scene, and so forth) included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**). In various implementations, the registration of non-augmentation scene elements may be needed in order to take into account the context in which the user **52** reacts to an augmentation. That is, a user **52** may react to an augmentation (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) differently depending on the context in which the augmentation is presented. The “context” referred to here is in reference to scene elements such as non-augmentation scene elements that may be presented in the corre-

sponding augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

As further illustrated in FIG. 10D, in various implementations operation **1027** may further include one or more additional operations including, in some cases, an operation **1028** for registering the one or more aspects of the one or more non-augmentation scene elements including registering one or more locations of the one or more non-augmentation scene elements in the augmented view. For instance, the non-augmentation scene element aspect recording module **824** including the non-augmentation scene element location recording module **826** (see FIG. 8A) of the AR device **70\*** of FIG. 7A or 7B registering the one or more aspects of the one or more non-augmentation scene elements when the non-augmentation scene element location recording module **826** registers one or more locations of the one or more non-augmentation scene elements in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In some cases, operation **1028** may further include an operation **1029** for registering the one or more aspects of the one or more non-augmentation scene elements including registering the one or more locations of the one or more non-augmentation scene elements relative to one or more locations of the one or more augmentations in the augmented view. For instance, the non-augmentation scene element aspect recording module **824** including the non-augmentation scene element location recording module **826** of the AR device **70\*** of FIG. 7A or 7B registering the one or more aspects of the one or more non-augmentation scene elements when the non-augmentation scene element location recording module **826** registers (e.g., records) the one or more locations of the one or more non-augmentation scene elements relative to one or more locations of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In some cases, operation **1023** may additionally or alternatively include an operation **1030** for registering the one or more aspects of the presented augmented view including registering one or more non-augmentation scene elements that have been obfuscated in the augmented view by the one or more augmentations. For instance, the augmented view aspect recording module **816** including the obfuscated non-augmentation scene element recording module **828** (see FIG. 8A) of the AR device **70\*** of FIG. 7A or 7B registering the one or more aspects of the presented augmented view when the obfuscated non-augmentation scene element recording module **828** registers one or more non-augmentation scene elements that have been obfuscated (e.g., hidden) in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) by the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M). Such an operation may be particularly beneficial when, for example, obfuscation of a non-augmentation scene element causes the user **52** to react in a particular measurable way (e.g., eye movement or eye focus).

Referring back to the user reaction correlating operation **904** of FIG. 9, the user reaction correlating operation **904** similar to the user reaction detecting operation **902** of FIG. 9 may be executed in a number of different ways in various alternative embodiments as illustrated in FIGS. 11A, 11B,

11C, 11D, and 11E. In some implementations, for example, the user reaction correlating operation **904** may include an operation **1131** for correlating the detected one or more user characteristics with the at least one or more aspects associated with the one or more augmentations by defining one or more relationships between the detected one or more user reactions and the at least one or more aspects associated with the one or more augmentations. For instance, the user reaction associating module **104\*** including the relationship identifying module **830** (see FIG. 8B) of the AR device **70\*** of FIG. 7A or 7B correlating (e.g., associating, linking, connecting, and so forth) the detected one or more user characteristics with the at least one or more aspects associated with the one or more augmentations when the relationship identifying module **830** defines (e.g., identifies or determines) one or more relationships between the detected one or more user reactions (e.g., eye movements or eye focus) and the at least one or more aspects (e.g., color, shading, placement in the augmented view, and so forth) associated with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In some cases, operation **1131** may further include an operation **1132** for correlating the detected one or more user characteristics with the at least one or more aspects associated with the one or more augmentations by registering the defined one or more relationships between the detected one or more user characteristics and the at least one or more aspects associated with the one or more augmentations. For instance, the user reaction associating module **104\*** including the relationship logging module **832** (see FIG. 8B) of the AR device **70\*** of FIG. 7A or 7B correlating the detected one or more user characteristics (e.g., eye movements or focus) with the at least one or more aspects (e.g., color, bordering, brightness, and so forth) associated with the one or more augmentations when the relationship logging module **832** registers the defined one or more relationships between the detected one or more user characteristics (e.g., eye movements, eye focus, dwell path, dwell time, and so forth) and the at least one or more aspects (e.g., size and color) associated with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In the same or different implementations, the user reaction correlating operation **904**, as further illustrated in FIG. 11A, may additionally or alternatively include an operation **1133** for correlating the detected one or more user reactions with the at least one or more aspects associated with the one or more augmentations by correlating one or more physiological characteristics of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the user reaction associating module **104\*** including the physiological characteristic associating module **834** (see FIG. 8B) of the AR device **70\*** of FIG. 7A or 7B correlating the detected one or more user reactions with the at least one or more aspects associated with the one or more augmentations when the physiological characteristic associating module **834** correlates one or more physiological characteristics (e.g., eye characteristics, facial characteristics, skin characteristics, and so forth) of the user **52** that were sensed during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) with the one or more aspects of the one or

more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

As further illustrated in FIG. **11A**, in various implementations operation **1133** may further include one or more additional operations. For example, in some cases, operation **1133** may include an operation **1134** for correlating the one or more physiological characteristics of the user with the one or more aspects of the one or more augmentations by correlating one or more eye characteristics of one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the physiological characteristic associating module **834** including the eye characteristic associating module **836** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more physiological characteristics of the user with the one or more aspects of the one or more augmentations when the eye characteristic associating module **836** correlates (e.g., associates or links) one or more eye characteristics of one or more eyes of the user **52** that were sensed during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In some implementations, operation **1134** may further include or involve an operation **1135** for correlating the one or more eye characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating one or more eye movements of the one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the eye characteristic associating module **836** including the eye movement associating module **838** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more eye characteristics of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the eye movement associating module **838** correlates one or more eye movements of the one or more eyes of the user **52** that were sensed during and/or immediately following the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

As further depicted in FIG. **11A**, operation **1135** may in some cases include an operation **1136** for correlating the sensed one or more eye movements of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating dwell path of the one or more eyes of the user that was tracked with respect to the augmented view during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the eye movement associating module **838** including the dwell path associating module **840** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the sensed one or more eye movements of the one or more eyes of the user sensed with the one or more aspects of the one or more augmentations when the dwell path associating module **840** correlates (e.g., associates) dwell path of the one or more eyes of the user **52** that was tracked with respect to the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**,

**6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) during and/or immediately following the display of the augmented view with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In some cases, operation **1136** may include one or more additional operations including in some cases an operation **1137** for correlating the dwell path of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating dwell path of the one or more eyes of the user that was tracked as focus of the one or more eyes of the user moved away from the one or more augmentations included in the augmented view with the one or more aspects of the one or more augmentations. For instance, the dwell path associating module **840** of the AR device **70\*** of FIG. **7A** or **7B** correlating (e.g., linking or associating) the dwell path of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations by correlating dwell path (e.g., dwell path **66b** of FIG. **6E**) of the one or more eyes of the user **52** that was tracked as focus of the one or more eyes of the user **52** moved away from the one or more augmentations (e.g., augmentation **64c** of FIG. **6E**) included in the augmented view **60e** (see FIG. **6E**) with the one or more aspects of the one or more augmentations **64c**.

In the same or alternative implementations, operation **1136** may additionally or alternatively include an operation **1138** for correlating the dwell path of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating dwell path of the one or more eyes of the user that was tracked as focus of the one or more eyes of the user moved between multiple augmentations included in the augmented view with the one or more aspects of the one or more augmentations. For instance, the dwell path associating module **840** of the AR device **70\*** of FIG. **7A** or **7B** correlating the dwell path of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations by correlating dwell path **66b** (see FIG. **6G**) of the one or more eyes of the user **52** that was tracked as focus of the one or more eyes of the user **52** moved between multiple augmentations (e.g., augmentations **64c** and **64e** of FIG. **6G**) included in the augmented view **60g** (see FIG. **6G**) with the one or more aspects of the one or more augmentations (e.g., augmentation **64c** and/or augmentation **64e**).

Referring now to FIG. **11B**, in various implementations the operation **1134** for correlating the one or more physiological characteristics of the user with the one or more aspects of the one or more augmentations by correlating one or more eye characteristics of one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations may additionally include an operation **1139** for correlating the one or more eye characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating eye focus of the one or more eyes of the user with respect to the augmented view that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the eye characteristic associating module **836** including the eye focus associating module **842** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more eye characteristics of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the eye focus associating module **842** correlates or associates eye focus **65a** (see FIG. **6F**) of the one or more

eyes of the user **52** with respect to the augmented view (e.g., augmented view **60f** of FIG. **6F**) that were sensed during and/or immediately following (e.g., detected proximate to) the display of the augmented view **60f** with the one or more aspects of the one or more augmentations (e.g., augmentation **64c** and/or augmentation **64d**). In various implementations, the eye focus **65a** of the one or more eyes of the user **52** may have been detecting proximate to the display of the augmented view **60f** using, for example, one or more cameras **870**.

As further illustrated in FIG. **11B**, in various implementations, operation **1139** may include one or more additional operations including, in some cases, an operation **1140** for correlating the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the eye focus of the one or more eyes of the user to be correlated being with respect to the one or more aspects of the one or more augmentations that were sensed during and/or following the display of the augmented view. For instance, the eye focus associating module **842** of the AR device **70\*** of FIG. **7A** or **7B** correlating the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations by correlating or associating eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**), the eye focus of the one or more eyes of the user **52** to be correlated being with respect to the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) that were sensed during and/or immediately following (e.g., detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In the same or alternative implementations, operation **1139** may additionally or alternatively include an operation **1141** for correlating the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the eye focus of the one or more eyes of the user being with respect to one or more aspects of one or more non-augmentation scene elements included in the augmented view that were sensed during and/or following the display of the augmented view. For instance, the eye focus associating module **842** of the AR device **70\*** of FIG. **7A** or **7B** correlating the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations by correlating (e.g., associating) the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations, the eye focus of the one or more eyes of the user **52** being with respect to one or more aspects of one or more non-augmentation scene elements (e.g., the beach illustrated in the example augmented view **60c** of FIG. **6C**) included in the augmented view **60c** that were sensed during and/or immediately following (e.g., detected proximate to) the display of the augmented view **60c**.

In the same or alternative implementations, operation **1139** may additionally or alternatively include an operation **1142** for correlating the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating dwell time of the one or more

eyes of the user with the one or more aspects of the one or more augmentations, the eye focus of the one or more eyes of the user being with respect to one or more aspects of the augmented view that were sensed during and/or following the display of the augmented view. For instance, the eye focus associating module **842** including the dwell time associating module **844** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations by correlating or associating dwell time (e.g., the amount of time a user **52** is visually focused on or stares at a visual item) of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations, the eye focus of the one or more eyes of the user **52** being with respect to one or more aspects of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) that were sensed during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

Turning now to FIG. **11C**, in various implementations, operation **1134** for correlating the one or more physiological characteristics of the user with the one or more aspects of the one or more augmentations by correlating one or more eye characteristics of one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations may additionally or alternatively include an operation **1143** for correlating the one or more eye characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating one or more pupil characteristics of the one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the eye characteristic associating module **836** including the pupil characteristic associating module **846** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more eye characteristics of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the pupil characteristic associating module **846** correlates one or more pupil characteristics of the one or more eyes of the user **52** that were sensed during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

As further depicted in FIG. **11C**, operation **1143** may further include one or more additional operations in various alternative implementations. For example, in some implementations, operation **1143** may include an operation **1144** for correlating the one or more pupil characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating shape and/or size of one or more pupils of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the pupil characteristic associating module **846** including the pupil shape/size associating module **848** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more pupil characteristics of the one or more eyes of the user **52** with the one or more aspects

of the one or more augmentations when the pupil shape/size associating module **848** correlates (e.g., associates) the shape and/or size of one or more pupils of the user **52** that were sensed during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In the same or alternative implementations, operation **1143** may additionally or alternatively include an operation **1145** for correlating the one or more pupil characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating the one or more pupil characteristics in combination with eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the one or more pupil characteristics and the eye focus of the one or more eyes of the user being with respect to the augmented view that were sensed during and/or following the display of the augmented view. For instance, the AR device **70\*** of FIG. 7A or 7B correlating the one or more pupil characteristics of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the pupil characteristic associating module **846** and the eye focus associating module **842** of the AR device **70\*** correlates the one or more pupil characteristics in combination with eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M), the one or more pupil characteristics and the eye focus of the one or more eyes of the user **52** being with respect to the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In some cases, operation **1145** may actually include or involve an operation **1146** for correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the one or more pupil characteristics and the eye focus of the one or more eyes of the user being with respect to the one or more aspects of the one or more augmentations that were sensed during and/or following the display of the augmented view. For instance, the AR device **70\*** of FIG. 7A or 7B correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the pupil characteristic associating module **846** and the eye focus associating module **842** of the AR device **70\*** correlates the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations, the one or more pupil characteristics and the eye focus of the one or more eyes of the user **52** being with respect to the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) that were sensed during and/or immediately following

(e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M). That is, in various embodiments, the interest of a user **52** with respect to one or more aspects of one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) may be defined based on the eye focus and the pupil characteristics of the user **52** with respect to the one or more aspects of the one or more augmentations (e.g., whether the user **52** is looking at the one or more aspects of the one or more augmentations and whether the pupils of the user **52** are or are not dilated when the user **52** is looking at the one or more aspects of the one or more augmentations).

In the same or alternative implementations, operation **1145** may additionally or alternatively include or involve an operation **1147** for correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the one or more pupil characteristics and the eye focus of the one or more eyes of the user being with respect to one or more aspects of one or more non-augmentation scene elements included in the augmented view that was sensed during and/or following the display of the augmented view. For instance, the AR device **70\*** of FIG. 7A or 7B correlating the one or more pupil characteristics in combination with the eye focus of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations when the pupil characteristic associating module **846** and the eye focus associating module **842** of the AR device **70\*** correlates the one or more pupil characteristics in combination with eye focus of the one or more eyes of the user with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M), the one or more pupil characteristics and the eye focus of the one or more eyes of the user **52** being with respect to one or more aspects of one or more non-augmentation scene elements (e.g., store front, a sign, beach, and so forth) included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) that was sensed during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view.

Referring now to FIG. 11D, in some implementations, operation **1143** for correlating the one or more eye characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating one or more pupil characteristics of the one or more eyes of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations may actually include or involve an operation **1148** for correlating the one or more pupil characteristics of the one or more eyes of the user with the one or more aspects of the one or more augmentations by correlating the one or more pupil characteristics in combination with dwell path of the one or more eyes of the user with the one or more aspects of the one or more augmentations, the one or more pupil characteristics and the dwell path of the one or more eyes of the user being with respect to the augmented view that was tracked during and/or following the display of the augmented view. For instance, the AR device **70\*** of FIG. 7A or 7B correlating the one or more pupil characteristics of the one or more eyes of the user

with the one or more aspects of the one or more augmentations when the pupil characteristic associating module **846** and the dwell path associating module **840** of the AR device **70\*** correlates the one or more pupil characteristics in combination with dwell path (e.g., dwell path **66a** of FIG. **6C**) of the one or more eyes of the user **52** with the one or more aspects of the one or more augmentations (e.g., augmentation **64a** of FIG. **6C**), the one or more pupil characteristics and the dwell path **66a** (see FIG. **6C**) of the one or more eyes of the user **52** being with respect to the augmented view **60c** (see FIG. **6C**) that was tracked during and/or immediately following (e.g., that were detected or tracked proximate to) the display of the augmented view **66c**.

As further illustrated in FIG. **11D**, the operation **1133** for correlating the detected one or more user reactions with the at least one or more aspects associated with the one or more augmentations by correlating one or more physiological characteristics of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations may additionally or alternatively include or involve an operation **1149** for correlating the one or more physiological characteristics of the user with the one or more aspects of the one or more augmentations by correlating one or more cardiopulmonary characteristic, skin characteristic and/or brain characteristic of the user that were sensed during and/or following the display of the augmented view with the one or more aspects of the one or more augmentations. For instance, the physiological characteristic associating module **834** (see FIG. **8B**) of the AR device **70\*** of FIG. **7A** or **7B** correlating the one or more physiological characteristics of the user **52** with the one or more aspects of the one or more augmentations by correlating (e.g., linking or associating) one or more cardiopulmonary characteristic, skin characteristic and/or brain characteristic of the user **52** that were sensed during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) with the one or more aspects of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In various implementations, the user reaction correlating operation **904** for correlating the detected one or more user reactions with at least one or more aspects associated with the one or more augmentations that were included in the augmented view that was presented, as further illustrated in FIG. **11D**, may additionally or alternatively include or involve an operation **1150** for correlating the detected one or more user reactions with at least the one or more aspects associated with the one or more augmentations by correlating at least one of a facial expression, a head position, or a head tilt of the user that was detected during and/or following the display of the augmented view with the one or more augmentations that were included in the augmented view that was displayed. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. **7A** or **7B** correlating (e.g., associating or linking) the detected one or more user reactions with at least the one or more aspects associated with the one or more augmentations by correlating at least one of a facial expression, a head position, or a head tilt of the user **52** that was detected during and/or immediately following (e.g., that were detected proximate to) the display of the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**,

or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) that were included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) that was displayed. The detected facial expression, head position, or head tilt of the user **52** may indicate or at least infer a particular mental state of the user and which may be useful for, for example, providing subsequent augmented views.

Turning now to FIG. **11E**, in the same or alternative implementations, the user reaction correlating operation **904** may additionally or alternatively include or involve an operation **1151** for correlating the detected one or more user reactions with one or more forms of the one or more augmentations included in the augmented view that was presented. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. **7A** or **7B** correlating (e.g., linking or associating) the detected one or more user reactions (e.g., user reactions as expressed through the user's eye focus/movement, facial expressions, and so forth) with one or more forms of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) that was presented.

As further illustrated in FIG. **11E**, operation **1151** may further include one or more additional operations in various alternative implementations including, in some cases, an operation **1152** for correlating the detected one or more user reactions with one or more shapes and/or dimensions of the one or more augmentations. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. **7A** or **7B** correlating the detected one or more user reactions with one or more shapes and/or dimensions of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In the same or alternative implementations, operation **1151** may additionally or alternatively include an operation **1153** for correlating the detected one or more user reactions with one or more locations of the one or more augmentations in the augmented view. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. **7A** or **7B** correlating the detected one or more user reactions with one or more locations of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**) in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In the same or alternative implementations, operation **1151** may additionally or alternatively include an operation **1158** for correlating the detected one or more user reactions with one or more colors, brightness, or hue of the one or more augmentations. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. **7A** or **7B** correlating (e.g., associating) the detected one or more user reactions with at least one of color, brightness, and/or hue of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. **6B**, **6D**, **6E**, **6F**, **6G**, **6I**, **6K**, or **6M**).

In some implementations, the user reaction correlating operation **904** may additionally or alternatively include or involve an operation **1154** for correlating the detected one or more user reactions with the at least one or more aspects associated with the one or more augmentations including correlating the detected one or more user reactions with one



or more aspects of one or more non-augmentation scene elements included in the augmented view. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. 7A or 7B correlating the detected one or more user reactions with the at least one or more aspects associated with the one or more augmentations including correlating (e.g., linking or associating) the detected one or more user reactions (e.g., eye movements) with one or more aspects of one or more non-augmentation scene elements (e.g., a sign, a building, a street, a picture, and so forth) included in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

As further illustrated in FIG. 11E, in some cases, operation **1154** may further include an operation **1155** for correlating the detected one or more user reactions with the one or more aspects of the one or more non-augmentation scene elements included in the augmented view by correlating the detected one or more user reactions with one or more locations of the one or more non-augmentation scene elements in the augmented view. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. 7A or 7B correlating the detected one or more user reactions with the one or more aspects of the one or more non-augmentation scene elements included in the augmented view by correlating the detected one or more user reactions (e.g., eye movements including dwell path of the user **52**) with one or more locations of the one or more non-augmentation scene elements in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

In some cases, operation **1155** may actually include or involve an operation **1156** for correlating the detected one or more user reactions with the one or more locations of the one or more non-augmentation scene elements in the augmented view including correlating the detected one or more user reactions with the one or more locations of the one or more non-augmentation scene elements relative to one or more locations of the one or more augmentations in the augmented view. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. 7A or 7B correlating the detected one or more user reactions with the one or more locations of the one or more non-augmentation scene elements in the augmented view including correlating the detected one or more user reactions with the one or more locations of the one or more non-augmentation scene elements (e.g., beach, sky, picture, sign, and so forth) relative to one or more locations of the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M). Such an operation may be executed in order to, for example, take into account situations where a user **52** behaves or reacts differently depending on where non-augmentation scene elements are located in the augmented view relative to the location of one or more augmentations in an augmented view.

In some implementations, the user reaction correlating operation **904** may additionally or alternatively include or involve an operation **1157** for correlating the detected one or more user reactions with one or more non-augmentation scene elements that have been obfuscated in the augmented view by the one or more augmentations. For instance, the user reaction associating module **104\*** of the AR device **70\*** of FIG. 7A or 7B correlating (e.g., linking or associating) the detected one or more user reactions (e.g., eye movements,

pupil characteristics, skin response, and so forth) with one or more non-augmentation scene elements (e.g., a sign, a picture, a store front, and so forth) that have been obfuscated in the augmented view (e.g., augmented view **60b**, **60d**, **60e**, **60f**, **60g**, **60i**, **60k**, or **60m** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M) by the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

Turning now to FIG. 12 illustrating another operational flow **1200**. Operational flow **1200** includes certain operations that mirror the operations included in operational flow **900** of FIG. 9. These operations include a user reaction detecting operation **1202** and a user reaction correlating operation **1204** that corresponds to and mirror the user reaction detecting operation **902** and the user reaction correlating operation **904**, respectively, of FIG. 9.

In addition, operational flow **1200** may include operation **1206** for transmitting one or more results of the correlating. For instance, the correlation result relaying module **107\*** (e.g., the correlation result relaying module **107'** or the correlation result relaying module **107''**) of the AR device **70\*** of FIG. 7A or 7B transmitting (e.g., relaying or sending) one or more results of the correlating (e.g., transmitting one or more results of associating the one or more user reactions with the one or more aspects of one or more augmentations).

As further illustrated in FIG. 12, operation flow **1200** may further include an operation **1208** for receiving, in response to said transmitting, one or more second augmentations for displaying in a second augmented view of the actual scene or of a second actual scene from the real environment. For instance, the augmentation acquiring module **108\*** (e.g., the augmentation acquiring module **108'** or the augmentation acquiring module **108''**) of the AR device **70\*** of FIG. 7A or 7B receiving, in response to said transmitting, one or more second augmentations (e.g., augmentation **64b** of FIG. 6D) for displaying in a second augmented view (e.g., augmented view **60d** of FIG. 6D) of the actual scene or of a second actual scene from the real environment. For example, FIG. 6B illustrates an example augmented view **60b** in which a sundial augmentation **64a** has been inserted into the augmented view **60b**. The eye or eyes of the user **52** viewing the augmented view **60b** may then be monitored and the dwell path **66a** of the eye or eyes of the user **52** may be tracked as illustrated as illustrated in FIG. 6C. Based, on such tracking of the dwell path **66a**, another augmentation **64b** may be included into another augmented view **60d**. Note that in some implementations, the augmented view **64d** may be the augmented view of essentially the same actual scene at approximately the same point in time. Alternatively, the augmented view **64d** may be the augmented view of another actual scene (e.g., may be the same scene but at a different point in time) that was generated based on the previously learned behavior (e.g., tracked dwell path **66a**) of the user **52** as illustrated in FIG. 6C.

Referring now to FIG. 13, which illustrates how operation **1206** and **1208** of FIG. 12 may be implemented in various alternative implementations. For example, in some implementations, operation **1206** may include or involve an operation **1359** for transmitting the one or more results of the correlating via one or more wireless and/or wired networks. For instance, the correlation result relaying module **107\*** of the AR device **70\*** of FIG. 7A or 7B transmitting the one or more results of the correlating via one or more wireless and/or wired networks (e.g., a wireless local area network or WLAN, a wide area network or WAN, a metropolitan area network, a cellular network, a public switched telephone network or PSTN, and so forth).

In the same or alternative implementations, operation **1206** may additionally or alternatively include an operation **1360** for transmitting the one or more results of the correlating to one or more network servers associated with one or more independent parties. For instance, the correlation result relaying module **107\*** of the AR device **70\*** of FIG. 7A or 7B transmitting the one or more results of the correlating to one or more network servers associated with one or more independent parties (e.g., advertisers, academic institutions, sports arena, retail stores, and so forth).

In the same or alternative implementations, operation **1206** may additionally or alternatively include an operation **1361** for transmitting the one or more results of the correlating by transmitting one or more defined relationships between the detected one or more user reactions and the at least one or more aspects associated with the one or more augmentations. For instance, the correlation result relaying module **107\*** of the AR device **70\*** of FIG. 7A or 7B transmitting the one or more results of the correlating by transmitting one or more defined relationships between the detected one or more user reactions (e.g., facial expressions or eye movements and focus) and the at least one or more aspects associated with the one or more augmentations (e.g., augmentation **64a**, **64b**, **64c**, **64cc**, **64d**, **64e**, **64f**, **64g**, or **64h** of FIG. 6B, 6D, 6E, 6F, 6G, 6I, 6K, or 6M).

As further illustrated in FIG. 13, operation **1208** for receiving, in response to said transmitting, one or more second augmentations for displaying in a second augmented view of the actual scene or of a second actual scene from the real environment may include one or more additional operations in various alternative implementations. For example, in some implementations, operation **1208** may include an operation **1362** for receiving the one or more second augmentations for the displaying including receiving one or more second augmentations having one or more formats that were selected based, at least in part, on the one or more results of the correlating that were transmitted. For instance, the augmentation acquiring module **108\*** of the AR device **70\*** of FIG. 7A or 7B receiving (e.g., wirelessly acquiring) the one or more second augmentations for the displaying including receiving one or more second augmentations (e.g., augmentation **64b** of FIG. 6D) having one or more formats (e.g., an augmentation **64b** in the shape of a soft drink bottle) that were selected remotely (e.g., selected remotely by a remote network server) based, at least in part, on the one or more results of the correlating that were transmitted or relayed.

In some cases, operation **1362** may, in turn, further include an operation **1363** for receiving the one or more second augmentations having the one or more formats including receiving one or more second augmentations that are designed to be placed at one or more particular locations in the second augmented view, the placement or placements of the one or more second augmentations at the one or more particular locations in the second augmented view being based, at least in part, on the one or more results of the correlating that were transmitted. For instance, the augmentation acquiring module **108\*** of the AR device **70\*** of FIG. 7A or 7B receiving the one or more second augmentations having the one or more formats including receiving one or more second augmentations (e.g., augmentation **64b** of FIG. 6D) that are designed to be placed at one or more particular locations (e.g., right bottom corner of the augmented view **60d** and on top of the beach displayed in the augmented view **60d**) in the second augmented view **60d** (see FIG. 6D), the placement or placements of the one or more second augmentations **64b** at the one or more particular locations in the

second augmented view **60d** (see FIG. 6D) being based, at least in part, on the one or more results of the correlating that were transmitted (e.g., the results that have been transmitted or relayed that indicated the user's dwell path **66a** during and/or immediately following display of an augmentation **64a** as illustrated in FIG. 6C).

In the same or different implementations, operation **1362** may additionally or alternatively include an operation **1364** for receiving the one or more second augmentations having the one or more formats including receiving one or more second augmentations that are designed to have one or more particular dimensions or shapes, the one or more particular dimensions or shapes of the one or more second augmentations being based, at least in part, on the one or more results of the correlating that were transmitted. For instance, the augmentation acquiring module **108\*** of the AR device **70\*** of FIG. 7A or 7B receiving the one or more second augmentations having the one or more formats including receiving one or more second augmentations (e.g., augmentation **64b** of FIG. 6D) that are designed to have one or more particular dimensions or shapes (e.g., shape of a soft drink bottle), the one or more particular dimensions or shapes of the one or more second augmentations **64b** being based, at least in part, on the one or more results of the correlating that were transmitted (e.g., correlation that links a dwell path **66a** of the user **52** with the augmentation **64a** and/or to one or more non-augmentation scene elements such as the beach displayed in the actual view **60b** of FIG. 6B and the augmented view **60c** of FIG. 6C).

In the same or different implementations, operation **1208** for receiving, in response to said transmitting, one or more second augmentations for displaying in a second augmented view of the actual scene or of a second actual scene from the real environment may additionally or alternatively include an operation **1365** for receiving the one or more second augmentations for the displaying including receiving one or more visibility rules for displaying the one or more second augmentations that are based, at least in part, on the one or more results of the correlating that were transmitted. For instance, the augmentation acquiring module **108\*** of the AR device **70\*** of FIG. 7A or 7B receiving the one or more second augmentations for the displaying including receiving one or more visibility rules for displaying the one or more second augmentations that are based, at least in part, on the one or more results of the correlating that were transmitted. In various implementations, a visibility rule is a directive or command that defines when and how an augmentation may be displayed. For example, in some cases, a visibility rule may identify an "anchor" visual pattern or item (e.g., a non-augmentation scene element) that must be present in an actual scene before the augmentation is to be included in the augmented view of the actual scene. A visibility rule may additionally or alternatively define the placement of an augmentation in an augmented view and/or the shape, coloring, and/or dimensions of the augmentation.

Turning now to FIG. 14 illustrating another operational flow **1400**. Operational flow **1400** includes certain operations that mirror the operations included in operational flow **900** of FIG. 9. These operations include a user reaction detecting operation **1402** and a user reaction correlating operation **1404** that corresponds to and mirror the user reaction detecting operation **902** and the user reaction correlating operation **904**, respectively, of FIG. 9.

In addition, operational flow **1400** may further include an operation **1406** for displaying a second augmented view of the actual scene or of a second actual scene from the real environment, the second augmented view including one or

more second augmentations that have been included into the second augmented view based, at least in part, on the correlating. For instance, the augmented view presenting module **106\*** (e.g., augmented view presenting module **106'** or the augmented view presenting module **106''**) of the AR device **70\*** of FIG. 7A or 7B displaying (e.g., visual presenting) a second augmented view (e.g., augmented view **60f** of FIG. 6F) of the actual scene or of a second actual scene from the real environment, the second augmented view **60f** including one or more second augmentations (e.g., augmentation **64d**) that have been included into the second augmented view **60f** (see FIG. 6F) based, at least in part, on the correlating (e.g., the correlation or association of the tracked dwell path **66b** of the user **52**, as illustrated in FIG. 6E, with an augmentation **64c** of FIGS. 6E and 6F).

In some cases, operation **1406** may further include or involve an operation **1467** for displaying the second augmented view of the actual scene or of the second actual scene from the real environment that includes the one or more second augmentations including displaying a second augmented view that includes one or more second augmentations having one or more formats that were selected based, at least in part, on the one or more results of the correlating as further illustrated in FIG. 14. For instance, the augmented view presenting module **106\*** of the AR device **70\*** of FIG. 7A or 7B displaying the second augmented view of the actual scene or of the second actual scene from the real environment that includes the one or more second augmentations including displaying (e.g., visually presenting) a second augmented view (e.g., augmented view **60f** of FIG. 6F) that includes one or more second augmentations (e.g., augmentation **64d** of FIG. 6F) having one or more formats (e.g., a visual image of a plane pulling a banner as illustrated in FIG. 6F) that were selected based, at least in part, on the one or more results of the correlating (e.g., associating of the one or more user reactions with the at least one or more aspects of the one or more augmentations).

In various implementations, operation **1467** may further include one or more additional operations including, in some cases, an operation **1468** for displaying the second augmented view that includes the one or more second augmentations having the one or more formats by displaying a second augmented view that includes one or more second augmentations that are selectively placed at one or more particular locations in the second augmented view, the one or more placements of the one or more second augmentations at the one or more particular locations in the second augmented view being based, at least in part, on the correlating. For instance, the augmented view presenting module **106\*** of the AR device **70\*** of FIG. 7A or 7B displaying (e.g., visually presenting) the second augmented view that includes the one or more second augmentations having the one or more formats by displaying a second augmented view (e.g., augmented view **60f** of FIG. 6F) that includes one or more second augmentations **64d** (see FIG. 6F) that are selectively placed at one or more particular locations in the second augmented view **60f** (e.g., top right corner and in the sky depicted in the augmented view **60f** of FIG. 6F), the one or more placements of the one or more second augmentations at the one or more particular locations in the second augmented view **60f** being based, at least in part, on the correlating.

In the same or alternative implementations, operation **1467** may additionally or alternatively include an operation **1469** for displaying the second augmented view that includes the one or more second augmentations having the one or more formats by displaying a second augmented view

that includes one or more second augmentations that have one or more particular dimensions or shapes, the one or more particular dimensions or shapes of the one or more second augmentations being based, at least in part, on the correlating. For instance, the augmented view presenting module **106\*** of the AR device **70\*** of FIG. 7A or 7B displaying the second augmented view that includes the one or more second augmentations having the one or more formats by displaying a second augmented view (e.g., augmented view **60f** of FIG. 6F) that includes one or more second augmentations (e.g., augmentation **64d**) that have one or more particular dimensions or shapes (e.g., in the shape of a plane pulling an advertising banner), the one or more particular dimensions or shapes of the one or more second augmentations **64d** being based, at least in part, on the correlating.

In various implementations, operation **1406** for displaying a second augmented view of the actual scene or of a second actual scene from the real environment, the second augmented view including one or more second augmentations that have been included into the second augmented view based, at least in part, on the correlating may include an operation **1470** for displaying the second augmented view of the actual scene or of the second actual scene from the real environment that includes the one or more second augmentations including displaying a second augmented view of the actual scene that includes one or more second augmentations that replaces the one or more augmentations in the second augmented view. For instance, the augmented view presenting module **106\*** of the AR device **70\*** of FIG. 7A or 7B displaying the second augmented view of the actual scene or of the second actual scene from the real environment that includes the one or more second augmentations including displaying a second augmented view (e.g., augmented view **60m** of FIG. 6M) of the actual scene that includes one or more second augmentations (e.g., augmentation **64h** of FIG. 6H) that replaces the one or more augmentations (e.g., augmentation **64f** of FIG. 6I) in the second augmented view **60m** (see FIG. 6M). For example, FIG. 6I illustrated an augmented view **60i** of an actual scene (e.g., actual view **60h** of FIG. 6H) from a shopping mall. The augmented view **60i** includes an augmentation **64f** that provides advertisement information related to a particular restaurant in the shopping mall. Based, for example, on the relatively small dwell time of the user **52** (e.g., which indicates that the user has little interest) as it relates to the displayed augmentation **64f**, the next time the user **52** views the same actual scene (e.g., actual view **60h** of FIG. 6H), the AR device **70\*** may generate a second augmented view (e.g., augmented view **60m** of FIG. 6M) that includes an augmentation **64h** that replaces the original augmentation **64f**, the replacement augmentation **64h** having a different border and color in the hopes of increasing the dwell time of the user **52** (e.g., a boarder and color that are intended to entice the interest of the user **52**).

In some implementations, an operation may further include presenting a second augmented view including one or more second augmentations that is or are one or more disabled functional augmentations of the one or more functional augmentations included in a first augmented view in response to a request made by a party associated with a second scene to disable the one or more functional augmentations. For instance, presenting a second view including one or more second augmentations that is or are the one or more disabled functional augmentations (e.g., disabled calculator) of one or more functional augmentations included in a first augmented view in response to a request made (e.g., a

request that is electronically transmitted or displayed in the scene from the real environment) by a party associated with the second scene to disable the one or more functional augmentations. For example, in a school testing example scene, the school may post in the test room a visual signature or tag that may prompt an AR device to disable a functional augmentation (e.g., calculator). Alternatively, the school may transmit an electronic signal that may request or command the AR device to disable a calculator augmentation.

In a general sense, those skilled in the art will recognize that the various aspects described herein which can be implemented, individually and/or collectively, by a wide range of hardware, software, firmware, and/or any combination thereof can be viewed as being composed of various types of “electrical circuitry.” Consequently, as used herein “electrical circuitry” includes, but is not limited to, electrical circuitry having at least one discrete electrical circuit, electrical circuitry having at least one integrated circuit, electrical circuitry having at least one application specific integrated circuit, electrical circuitry forming a general purpose computing device configured by a computer program (e.g., a general purpose computer configured by a computer program which at least partially carries out processes and/or devices described herein, or a microprocessor configured by a computer program which at least partially carries out processes and/or devices described herein), electrical circuitry forming a memory device (e.g., forms of memory (e.g., random access, flash, read only, etc.)), and/or electrical circuitry forming a communications device (e.g., a modem, communications switch, optical-electrical equipment, etc.). Those having skill in the art will recognize that the subject matter described herein may be implemented in an analog or digital fashion or some combination thereof.

It has been argued that because high-level programming languages use strong abstraction (e.g., that they may resemble or share symbols with natural languages), they are therefore a “purely mental construct.” (e.g., that “software”—a computer program or computer programming—is somehow an ineffable mental construct, because at a high level of abstraction, it can be conceived and understood in the human mind). This argument has been used to characterize technical description in the form of functions/operations as somehow “abstract ideas.” In fact, in technological arts (e.g., the information and communication technologies) this is not true.

The fact that high-level programming languages use strong abstraction to facilitate human understanding should not be taken as an indication that what is expressed is an abstract idea. In fact, those skilled in the art understand that just the opposite is true. If a high-level programming language is the tool used to implement a technical disclosure in the form of functions/operations, those skilled in the art will recognize that, far from being abstract, imprecise, “fuzzy,” or “mental” in any significant semantic sense, such a tool is instead a near incomprehensibly precise sequential specification of specific computational machines—the parts of which are built up by activating/selecting such parts from typically more general computational machines over time (e.g., clocked time). This fact is sometimes obscured by the superficial similarities between high-level programming languages and natural languages. These superficial similarities also may cause a glossing over of the fact that high-level programming language implementations ultimately perform valuable work by creating/controlling many different computational machines.

The many different computational machines that a high-level programming language specifies are almost unimaginably complex. At base, the hardware used in the computational machines typically consists of some type of ordered matter (e.g., traditional electronic devices (e.g., transistors), deoxyribonucleic acid (DNA), quantum devices, mechanical switches, optics, fluidics, pneumatics, optical devices (e.g., optical interference devices), molecules, etc.) that are arranged to form logic gates. Logic gates are typically physical devices that may be electrically, mechanically, chemically, or otherwise driven to change physical state in order to create a physical reality of Boolean logic.

Logic gates may be arranged to form logic circuits, which are typically physical devices that may be electrically, mechanically, chemically, or otherwise driven to create a physical reality of certain logical functions. Types of logic circuits include such devices as multiplexers, registers, arithmetic logic units (ALUs), computer memory, etc., each type of which may be combined to form yet other types of physical devices, such as a central processing unit (CPU)—the best known of which is the microprocessor. A modern microprocessor will often contain more than one hundred million logic gates in its many logic circuits (and often more than a billion transistors). See, e.g., Wikipedia, Logic gates, [http://en.wikipedia.org/wiki/Logic\\_gates](http://en.wikipedia.org/wiki/Logic_gates) (as of Jun. 5, 2012, 21:03 GMT).

The logic circuits forming the microprocessor are arranged to provide a microarchitecture that will carry out the instructions defined by that microprocessor’s defined Instruction Set Architecture. The Instruction Set Architecture is the part of the microprocessor architecture related to programming, including the native data types, instructions, registers, addressing modes, memory architecture, interrupt and exception handling, and external Input/Output. See, e.g., Wikipedia, Computer architecture, [http://en.wikipedia.org/wiki/Computer\\_architecture](http://en.wikipedia.org/wiki/Computer_architecture) (as of Jun. 5, 2012, 21:03 GMT).

The Instruction Set Architecture includes a specification of the machine language that can be used by programmers to use/control the microprocessor. Since the machine language instructions are such that they may be executed directly by the microprocessor, typically they consist of strings of binary digits, or bits. For example, a typical machine language instruction might be many bits long (e.g., 32, 64, or 128 bit strings are currently common). A typical machine language instruction might take the form “11110000101011110000111100111111” (a 32 bit instruction).

It is significant here that, although the machine language instructions are written as sequences of binary digits, in actuality those binary digits specify physical reality. For example, if certain semiconductors are used to make the operations of Boolean logic a physical reality, the apparently mathematical bits “1” and “0” in a machine language instruction actually constitute a shorthand that specifies the application of specific voltages to specific wires. For example, in some semiconductor technologies, the binary number “1” (e.g., logical “1”) in a machine language instruction specifies around +5 volts applied to a specific “wire” (e.g., metallic traces on a printed circuit board) and the binary number “0” (e.g., logical “0”) in a machine language instruction specifies around –5 volts applied to a specific “wire.” In addition to specifying voltages of the machines’ configuration, such machine language instructions also select out and activate specific groupings of logic gates from the millions of logic gates of the more general machine. Thus, far from abstract mathematical expressions, machine

language instruction programs, even though written as a string of zeros and ones, specify many, many constructed physical machines or physical machine states.

Machine language is typically incomprehensible by most humans (e.g., the above example was just ONE instruction, and some personal computers execute more than two billion instructions every second). See, e.g., Wikipedia, Instructions per second, [http://en.wikipedia.org/wiki/Instructions\\_per\\_second](http://en.wikipedia.org/wiki/Instructions_per_second) (as of Jun. 5, 2012, 21:04 GMT). Thus, programs written in machine language—which may be tens of millions of machine language instructions long—are incomprehensible. In view of this, early assembly languages were developed that used mnemonic codes to refer to machine language instructions, rather than using the machine language instructions' numeric values directly (e.g., for performing a multiplication operation, programmers coded the abbreviation “mult,” which represents the binary number “011000” in MIPS machine code). While assembly languages were initially a great aid to humans controlling the microprocessors to perform work, in time the complexity of the work that needed to be done by the humans outstripped the ability of humans to control the microprocessors using merely assembly languages.

At this point, it was noted that the same tasks needed to be done over and over, and the machine language necessary to do those repetitive tasks was the same. In view of this, compilers were created. A compiler is a device that takes a statement that is more comprehensible to a human than either machine or assembly language, such as “add 2+2 and output the result,” and translates that human understandable statement into a complicated, tedious, and immense machine language code (e.g., millions of 32, 64, or 128 bit length strings). Compilers thus translate high-level programming language into machine language.

This compiled machine language, as described above, is then used as the technical specification which sequentially constructs and causes the interoperation of many different computational machines such that humanly useful, tangible, and concrete work is done. For example, as indicated above, such machine language—the compiled version of the higher-level language—functions as a technical specification which selects out hardware logic gates, specifies voltage levels, voltage transition timings, etc., such that the humanly useful work is accomplished by the hardware.

Thus, a functional/operational technical description, when viewed by one of skill in the art, is far from an abstract idea. Rather, such a functional/operational technical description, when understood through the tools available in the art such as those just described, is instead understood to be a humanly understandable representation of a hardware specification, the complexity and specificity of which far exceeds the comprehension of most any one human. With this in mind, those skilled in the art will understand that any such operational/functional technical descriptions—in view of the disclosures herein and the knowledge of those skilled in the art—may be understood as operations made into physical reality by (a) one or more interchained physical machines, (b) interchained logic gates configured to create one or more physical machine(s) representative of sequential/combinatorial logic(s), (c) interchained ordered matter making up logic gates (e.g., interchained electronic devices (e.g., transistors), DNA, quantum devices, mechanical switches, optics, fluidics, pneumatics, molecules, etc.) that create physical reality representative of logic(s), or (d) virtually any combination of the foregoing. Indeed, any physical object which has a stable, measurable, and changeable state may be used to construct a machine based on the

above technical description. Charles Babbage, for example, constructed the first computer out of wood and powered by cranking a handle.

Thus, far from being understood as an abstract idea, those skilled in the art will recognize a functional/operational technical description as a humanly-understandable representation of one or more almost unimaginably complex and time sequenced hardware instantiations. The fact that functional/operational technical descriptions might lend themselves readily to high-level computing languages (or high-level block diagrams for that matter) that share some words, structures, phrases, etc. with natural language simply cannot be taken as an indication that such functional/operational technical descriptions are abstract ideas, or mere expressions of abstract ideas. In fact, as outlined herein, in the technological arts this is simply not true. When viewed through the tools available to those of skill in the art, such functional/operational technical descriptions are seen as specifying hardware configurations of almost unimaginable complexity.

As outlined above, the reason for the use of functional/operational technical descriptions is at least twofold. First, the use of functional/operational technical descriptions allows near-infinitely complex machines and machine operations arising from interchained hardware elements to be described in a manner that the human mind can process (e.g., by mimicking natural language and logical narrative flow). Second, the use of functional/operational technical descriptions assists the person of skill in the art in understanding the described subject matter by providing a description that is more or less independent of any specific vendor's piece(s) of hardware.

The use of functional/operational technical descriptions assists the person of skill in the art in understanding the described subject matter since, as is evident from the above discussion, one could easily, although not quickly, transcribe the technical descriptions set forth in this document as trillions of ones and zeroes, billions of single lines of assembly-level machine code, millions of logic gates, thousands of gate arrays, or any number of intermediate levels of abstractions. However, if any such low-level technical descriptions were to replace the present technical description, a person of skill in the art could encounter undue difficulty in implementing the disclosure, because such a low-level technical description would likely add complexity without a corresponding benefit (e.g., by describing the subject matter utilizing the conventions of one or more vendor-specific pieces of hardware). Thus, the use of functional/operational technical descriptions assists those of skill in the art by separating the technical descriptions from the conventions of any vendor-specific piece of hardware.

In view of the foregoing, the logical operations/functions set forth in the present technical description are representative of static or sequenced specifications of various ordered-matter elements, in order that such specifications may be comprehensible to the human mind and adaptable to create many various hardware configurations. The logical operations/functions disclosed herein should be treated as such, and should not be disparagingly characterized as abstract ideas merely because the specifications they represent are presented in a manner that one of skill in the art can readily understand and apply in a manner independent of a specific vendor's hardware implementation.

Those having skill in the art will recognize that the state of the art has progressed to the point where there is little distinct ion left between hardware, software, and/or firmware implementations of aspects of systems; the use of

hardware, software, and/or firmware is generally (but not always, in that in certain contexts the choice between hardware and software can become significant) a design choice representing cost vs. efficiency tradeoffs. Those having skill in the art will appreciate that there are various vehicles by which processes and/or systems and/or other technologies described herein can be effected (e.g., hardware, software, and/or firmware), and that the preferred vehicle will vary with the context in which the processes and/or systems and/or other technologies are deployed. For example, if an implementer determines that speed and accuracy are paramount, the implementer may opt for a mainly hardware and/or firmware vehicle; alternatively, if flexibility is paramount, the implementer may opt for a mainly software implementation; or, yet again alternatively, the implementer may opt for some combination of hardware, software, and/or firmware in one or more machines, compositions of matter, and articles of manufacture, limited to patentable subject matter under 35 USC 101. Hence, there are several possible vehicles by which the processes and/or devices and/or other technologies described herein may be effected, none of which is inherently superior to the other in that any vehicle to be utilized is a choice dependent upon the context in which the vehicle will be deployed and the specific concerns (e.g., speed, flexibility, or predictability) of the implementer, any of which may vary. Those skilled in the art will recognize that optical aspects of implementations will typically employ optically-oriented hardware, software, and/or firmware.

In some implementations described herein, logic and similar implementations may include software or other control structures. Electronic circuitry, for example, may have one or more paths of electrical current constructed and arranged to implement various functions as described herein. In some implementations, one or more media may be configured to bear a device-detectable implementation when such media hold or transmit device detectable instructions operable to perform as described herein. In some variants, for example, implementations may include an update or modification of existing software or firmware, or of gate arrays or programmable hardware, such as by performing a reception of or a transmission of one or more instructions in relation to one or more operations described herein. Alternatively or additionally, in some variants, an implementation may include special-purpose hardware, software, firmware components, and/or general-purpose components executing or otherwise invoking special-purpose components. Specifications or other implementations may be transmitted by one or more instances of tangible transmission media as described herein, optionally by packet transmission or otherwise by passing through distributed media at various times.

Alternatively or additionally, implementations may include executing a special-purpose instruction sequence or invoking circuitry for enabling, triggering, coordinating, requesting, or otherwise causing one or more occurrences of virtually any functional operations described herein. In some variants, operational or other logical descriptions herein may be expressed as source code and compiled or otherwise invoked as an executable instruction sequence. In some contexts, for example, implementations may be provided, in whole or in part, by source code, such as C++, or other code sequences. In other implementations, source or other code implementation, using commercially available and/or techniques in the art, may be compiled/implemented/translated/converted into a high-level descriptor language (e.g., initially implementing described technologies in C or C++

programming language and thereafter converting the programming language implementation into a logic-synthesizable language implementation, a hardware description language implementation, a hardware design simulation implementation, and/or other such similar mode(s) of expression). For example, some or all of a logical expression (e.g., computer programming language implementation) may be manifested as a Verilog-type hardware description (e.g., via Hardware Description Language (HDL) and/or Very High Speed Integrated Circuit Hardware Descriptor Language (VHDL)) or other circuitry model which may then be used to create a physical implementation having hardware (e.g., an Application Specific Integrated Circuit). Those skilled in the art will recognize how to obtain, configure, and optimize suitable transmission or computational elements, material supplies, actuators, or other structures in light of these teachings.

While particular aspects of the present subject matter described herein have been shown and described, it will be apparent to those skilled in the art that, based upon the teachings herein, changes and modifications may be made without departing from the subject matter described herein and its broader aspects and, therefore, the appended claims are to encompass within their scope all such changes and modifications as are within the true spirit and scope of the subject matter described herein. It will be understood by those within the art that, in general, terms used herein, and especially in the appended claims (e.g., bodies of the appended claims) are generally intended as “open” terms (e.g., the term “including” should be interpreted as “including but not limited to,” the term “having” should be interpreted as “having at least,” the term “includes” should be interpreted as “includes but is not limited to,” etc.).

It will be further understood by those within the art that if a specific number of an introduced claim recitation is intended, such an intent will be explicitly recited in the claim, and in the absence of such recitation no such intent is present. For example, as an aid to understanding, the following appended claims may contain usage of the introductory phrases “at least one” and “one or more” to introduce claim recitations. However, the use of such phrases should not be construed to imply that the introduction of a claim recitation by the indefinite articles “a” or “an” limits any particular claim containing such introduced claim recitation to claims containing only one such recitation, even when the same claim includes the introductory phrases “one or more” or “at least one” and indefinite articles such as “a” or “an” (e.g., “a” and/or “an” should typically be interpreted to mean “at least one” or “one or more”); the same holds true for the use of definite articles used to introduce claim recitations. In addition, even if a specific number of an introduced claim recitation is explicitly recited, those skilled in the art will recognize that such recitation should typically be interpreted to mean at least the recited number (e.g., the bare recitation of “two recitations,” without other modifiers, typically means at least two recitations, or two or more recitations).

Furthermore, in those instances where a convention analogous to “at least one of A, B, and C, etc.” is used, in general such a construction is intended in the sense one having skill in the art would understand the convention (e.g., “a system having at least one of A, B, and C” would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). In those instances where a convention analogous to “at least one of A, B, or C, etc.” is used, in general such a construction is intended in the sense one having skill in the art would understand the

convention (e.g., “a system having at least one of A, B, or C” would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). It will be further understood by those within the art that typically a disjunctive word and/or phrase presenting two or more alternative terms, whether in the description, claims, or drawings, should be understood to contemplate the possibilities of including one of the terms, either of the terms, or both terms unless context dictates otherwise. For example, the phrase “A or B” will be typically understood to include the possibilities of “A” or “B” or “A and B.”

With respect to the appended claims, those skilled in the art will appreciate that recited operations therein may generally be performed in any order. Also, although various operational flows are presented in a sequence(s), it should be understood that the various operations may be performed in other orders than those which are illustrated, or may be performed concurrently. Examples of such alternate orderings may include overlapping, interleaved, interrupted, reordered, incremental, preparatory, supplemental, simultaneous, reverse, or other variant orderings, unless context dictates otherwise. Furthermore, terms like “responsive to,” “related to,” or other past-tense adjectives are generally not intended to exclude such variants, unless context dictates otherwise.

This application may make reference to one or more trademarks, e.g., a word, letter, symbol, or device adopted by one manufacturer or merchant and used to identify and/or distinguish his or her product from those of others. Trademark names used herein are set forth in such language that makes clear their identity, that distinguishes them from common descriptive nouns, that have fixed and definite meanings, or, in many if not all cases, are accompanied by other specific identification using terms not covered by trademark. In addition, trademark names used herein have meanings that are well-known and defined in the literature, or do not refer to products or compounds for which knowledge of one or more trade secrets is required in order to divine their meaning. All trademarks referenced in this application are the property of their respective owners, and the appearance of one or more trademarks in this application does not diminish or otherwise adversely affect the validity of the one or more trademarks. All trademarks, registered or unregistered, that appear in this application are assumed to include a proper trademark symbol, e.g., the circle R or bracketed capitalization (e.g., [trademark name]), even when such trademark symbol does not explicitly appear next to the trademark. To the extent a trademark is used in a descriptive manner to refer to a product or process, that trademark should be interpreted to represent the corresponding product or process as of the date of the filing of this patent application.

Those skilled in the art will appreciate that the foregoing specific exemplary processes and/or devices and/or technologies are representative of more general processes and/or devices and/or technologies taught elsewhere herein, such as in the claims filed herewith and/or elsewhere in the present application.

What is claimed is:

1. A system, comprising:

circuitry configured for displaying an augmented view of a real environment to a user, the augmented view of the real environment including at least a first augmentation;

circuitry configured for detecting one or more user reactions, the one or more user reactions proximate to the display of the augmented view of the real environment to the user;

circuitry configured for correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment;

circuitry configured for determining one or more parties associated with one or more portions of the real environment;

circuitry configured for transmitting one or more results of the correlating to one or more network servers associated with the one or more parties; and

circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation.

2. The system of claim 1, wherein circuitry configured for detecting one or more user reactions, the one or more user reactions proximate to the display of the augmented view of the real environment to the user comprises:

circuitry configured for sensing one or more physiological characteristics of the user proximate to the display of the augmented view of the real environment to the user.

3. The system of claim 2, wherein circuitry configured for sensing one or more physiological characteristics of the user proximate to the display of the augmented view of the real environment to the user comprises:

circuitry configured for sensing one or more eye characteristics of one or more eyes of the user at least one of during or following the display of the augmented view of the real environment to the user.

4. The system of claim 3, wherein circuitry configured for sensing one or more eye characteristics of one or more eyes of the user at least one of during or following the display of the augmented view of the real environment to the user comprises:

circuitry configured for sensing one or more eye movements of the one or more eyes of the user at least one of during or following the display of the augmented view of the real environment to the user.

5. The system of claim 4, wherein circuitry configured for sensing one or more eye movements of the one or more eyes of the user at least one of during or following the display of the augmented view of the real environment to the user comprises:

circuitry configured for tracking at least one dwell path of the one or more eyes of the user with respect to the augmented view of the real environment at least one of during or following the display of the augmented view of the real environment to the user.

6. The system of claim 5, wherein circuitry configured for tracking at least one dwell path of the one or more eyes of the user with respect to the augmented view of the real environment at least one of during or following the display of the augmented view of the real environment to the user comprises:

circuitry configured for tracking at least one dwell path of the one or more eyes of the user as eye focus of the one or more eyes of the user moves at least one of (i) away from the first augmentation included in the augmented view of the real environment or (ii) between the first





55

19. The system of claim 18, wherein circuitry configured for correlating the one or more user reactions with one or more non-augmentation scene elements included in the augmented view of the real environment comprises:

circuitry configured for correlating the one or more user reactions with one or more locations of the one or more non-augmentation scene elements included in the augmented view of the real environment.

20. The system of claim 19, wherein circuitry configured for correlating the one or more user reactions with one or more locations of the one or more non-augmentation scene elements included in the augmented view of the real environment comprises:

circuitry configured for correlating the one or more user reactions with the one or more locations of the one or more non-augmentation scene elements included in the augmented view of the real environment relative to a location of the first augmentation included in the augmented view of the real environment, including at least determining whether the user has at least one of behaved or reacted differently depending on where one or more non-augmentation scene elements are located in a second augmented view of the real environment relative to a location of the first augmented view of the real environment.

21. The system of claim 1, wherein circuitry configured for correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment comprises:

circuitry configured for correlating the one or more user reactions with one or more non-augmentation scene elements that have been hidden in the augmented view of the real environment by the first augmentation included in the augmented view of the real environment, including at least correlating the one or more user reactions with detection that at least one portion of the first augmentation included in the augmented view is overlaid over one or more non-augmentation scene elements of interest to the user, hiding the one or more non-augmentation scene elements of interest to the user from view of the user to cause the one or more user reactions.

22. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation having one or more formats that were selected by the one or more parties, based at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties.

23. The system of claim 22, wherein circuitry configured for receiving a second augmentation having one or more formats that were selected by the one or more parties, based at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties comprises:

circuitry configured for receiving a second augmentation designed to be placed at one or more particular locations in the augmented view of the real environment, the second augmentation designed to be placed at one

56

or more particular locations in the augmented view of the real environment based, at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties, the one or more particular locations in the augmented view of the real environment at which the second augmentation is to be placed determined by the one or more parties to be advantageous for the one or more parties.

24. The system of claim 22, wherein circuitry configured for receiving a second augmentation having one or more formats that were selected by the one or more parties, based at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties comprises:

circuitry configured for receiving a second augmentation designed to have at least one of one or more particular dimensions or one or more particular shapes, the second augmentation designed to have at least one of one or more particular dimensions or one or more particular shapes based, at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties.

25. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation including at least one or more visibility rules specified by the one or more parties, related to the displaying the augmented view of the real environment to the user in a manner advantageous to the one or more parties, and based, at least in part, on the one or more results of the correlating that were transmitted to the one or more network servers associated with the one or more parties.

26. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation having a different format than the first augmentation and including at least one or more visibility rules specified by the one or more parties and related to inclusion of the second augmentation in the augmented view of the real environment.

27. The system of claim 26, wherein circuitry configured for receiving a second augmentation having a different format than the first augmentation and including at least one or more visibility rules specified by the one or more parties and related to inclusion of the second augmentation in the augmented view of the real environment comprises:

circuitry configured for receiving a second augmentation having at least one of a size, shape, color, or length of visibility different than the first augmentation and including at least one or more visibility rules specified

57

by the one or more parties and related to inclusion of the second augmentation in the augmented view of the real environment.

28. The system of claim 1, further comprising: circuitry configured for displaying the second augmentation.

29. The system of claim 1, wherein circuitry configured for correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment comprises:

circuitry configured for linking at least two variables, including at least linking one or more augmentations displayed to the user with two separate user reactions including at least one eye movement and at least one dwell time detected proximate to display of the first augmentation included in the augmented view of the real environment.

30. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation including at least one or more of at least some instructions or at least some directives specified by the one or more parties defining when the second augmentation may be presented in association with the displaying the augmented view of the real environment to the user.

31. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation including at least one or more of at least some instructions or at least some directives defining how the second augmentation may be presented in response to a particular orientation of an augmented reality device displaying the augmented view of the real environment to the user being detected.

32. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation including at least one or more visibility rules relating to display of the second augmentation when a particular anchor visual cue is detected as being present in the real environment, including at least receiving a second augmentation operable to cause the augmented view of the real environment to present a visual image related to at least one of one or more goods or one or more services associated with the one or more parties in

58

response to detecting a particular anchor visual cue relating to the one or more parties as being present in the real environment.

33. The system of claim 1, wherein circuitry configured for transmitting one or more results of the correlating to one or more network servers associated with the one or more parties comprises:

circuitry configured for transmitting, to the one or more network servers associated with the one or more parties, at least one indication of at least one inference that the user is bothered by at least one aspect of at least one augmentation associated with the one or more parties being placed at the center of a field of view of the user at least partially based on the user looking away quickly from the center of the field of view of the user.

34. The system of claim 1, wherein circuitry configured for determining one or more parties associated with one or more portions of the real environment comprises:

circuitry configured for using image recognition to determine the one or more parties at least partially based on recognizing at least one of a sign, a logo, an architectural cue, a building, or a structure associated with the one or more parties in the real environment.

35. The system of claim 1, wherein circuitry configured for determining one or more parties associated with one or more portions of the real environment comprises:

circuitry configured for using audio recognition to determine the one or more parties at least partially based on recognizing at least some audio input data including at least one sound associated with the one or more parties in the real environment.

36. The system of claim 1, wherein circuitry configured for correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment comprises:

circuitry configured for inferring that the user is bothered by at least one aspect of the augmented view being placed at the center of a field of view of the user at least partially based on the one or more user reactions.

37. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one posted tag associated with disabling of the at least one functional augmentation.

38. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation in response to a request made by the one or more parties to disable the at least one functional augmentation.

39. The system of claim 38, wherein circuitry configured for receiving a second augmentation in response to a request made by the one or more parties to disable the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation in response to a request made by the one or more parties to disable at least one functional calculator augmentation.

40. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation in response to a command transmitted by the one or more parties to an augmented reality (AR) device on which the at least one functional augmentation is displayed for the AR device to disable the at least one functional augmentation.

41. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for detecting the at least one signature associated with disabling of the at least one functional augmentation; and

circuitry configured for disabling the at least one functional augmentation responsive to detecting the at least one signature associated with disabling of the at least one functional augmentation.

42. The system of claim 41, wherein circuitry configured for detecting the at least one signature associated with disabling of the at least one functional augmentation comprises:

circuitry configured for detecting at least one tag posted by the one or more parties, that at least one tag associated with disabling of the at least one functional augmentation.

43. The system of claim 1, wherein circuitry configured for receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation comprises:

circuitry configured for receiving a second augmentation in response to a request made by the one or more parties to disable at least one functional calculator augmentation in response to detecting the first user activating the

at least one functional calculator augmentation as at least one of the one or more user reactions.

44. A method, comprising:

displaying an augmented view of a real environment to a user, the augmented view of the real environment including at least a first augmentation;

detecting one or more user reactions, the one or more user reactions proximate to the display of the augmented view of the real environment to the user;

correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment;

determining one or more parties associated with one or more portions of the real environment;

transmitting one or more results of the correlating to one or more network servers associated with the one or more parties; and

receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation,

wherein at least one of the displaying, detecting, correlating, determining, transmitting, or receiving is at least partially implemented using at least one processing device.

45. A system, comprising:

at least one computing device; and

one or more instructions that, when executed by the at least one computing device, cause the at least one computing device to perform one or more operations including at least:

displaying an augmented view of a real environment to a user, the augmented view of the real environment including at least a first augmentation;

detecting one or more user reactions, the one or more user reactions proximate to the display of the augmented view of the real environment to the user;

correlating the one or more user reactions with the first augmentation included in the augmented view of the real environment;

determining one or more parties associated with one or more portions of the real environment;

transmitting one or more results of the correlating to one or more network servers associated with the one or more parties; and

receiving a second augmentation including at least one or more visibility rules related to disabling at least one functional augmentation included in the augmented view of the real environment in response to detection of at least one signature associated with disabling of the at least one functional augmentation, the one or more parties associated with one or more visibility rules requiring disabling of the at least one functional augmentation.