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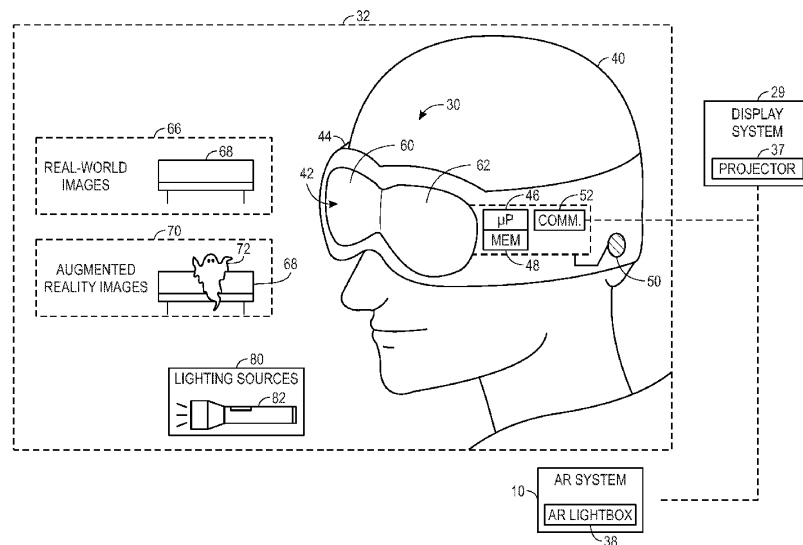


FIG. 2

(57) Abstract: A system for evaluation of an augmented reality (AR) experience provided to a user includes a backdrop, a physical light configured to project light onto the backdrop, and a display system configured to display a virtual feature. A controller is communicatively coupled to the display system and the physical light. The controller is configured to render the virtual feature, receive feedback indicative of an operational parameter of the physical light, and receive additional feedback indicative of a state of a virtual light, where the state of the virtual light defines an appearance of the virtual feature. The controller is configured to adjust the appearance of the virtual feature to an updated appearance based on the feedback indicative of the operational parameter of the physical light, adjust the operational parameter of the physical light based on the additional feedback indicative of the state of the virtual light, or both.

[Continued on next page]

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