CLAIMS:

1. An augmented reality system comprising:

an augmented reality device comprising a camera, a display and a controller, wherein the augmented reality device is located within a geographical area;

one or more beacons configured to send one or more beacon signals to the augmented reality device located within the geographical area; and

an augmented reality content management server configured to:

receive one or more beacon-related signals from the augmented reality device;

determine a marker and augmented reality content associated with the marker based at least in part on the one or more beacon-related signals, wherein the marker is located within the geographical area and is configured to be identifiable by the camera of the augmented reality device, and wherein the augmented reality content is associated with an amusement park attraction;

receive an indication to update the marker;

in response to receiving the indication to update the marker, select a replacement marker from a plurality of markers in the geographical area without user interaction; and

send a marker signal indicative of the replacement marker and the augmented reality content to the augmented reality device;

wherein the augmented reality device is configured to be communicatively coupled to the one or more beacons and the augmented reality content management server; and

wherein the controller of the augmented reality device comprises one or more processors and one or more memory devices, wherein the one or more processors, when executing instructions stored on the one or more memory devices, are configured to:

receive the one or more beacon signals from the one or more beacons, and send the one or more beacon-related signals to the augmented reality content management server based at least in part on the one or more beacon signals;

receive the marker signal and the augmented reality content from the augmented reality content management server;

scan the geographical area using the camera;

identify the replacement marker within the geographical area; and

output the augmented reality content associated with the amusement park attraction on the display by overlaying the augmented reality content on a real-world environment of the amusement park attraction in response to identifying the replacement marker.

2. The augmented reality system of claim 1, wherein the augmented reality content management server is configured to receive the one or more beacon-related signals from the augmented reality device, and to determine the geographical area of the augmented reality device based at least in part on the one or more beacon-related signals.

3. The augmented reality system of claim 1, wherein the augmented reality content management server is communicatively coupled to a geographical area database that is configured to store information relating a plurality of geographical areas to a plurality of beacons.

4. The augmented reality system of claim 1, wherein the augmented reality content management server is configured to determine the replacement marker based at least in part on the geographical area of the augmented reality device.

5. The augmented reality system of claim 1, wherein the augmented reality content management server is communicatively coupled to a marker database that is configured to store information relating a plurality of markers to a plurality of geographical areas.

6. The augmented reality system of claim 1, wherein the augmented reality content management server is configured to determine the augmented reality content based at least in part on the replacement marker.

7. The augmented reality system of claim 6, wherein the augmented reality content management server is communicatively coupled to a content database that is configured to

store information relating a plurality of augmented reality content to the plurality of markers.

8. The augmented reality system of claim 1, wherein the augmented reality content management server is configured to replace the marker with the replacement marker by associating the augmented reality content with the replacement marker in a content database configured to store information relating a plurality of augmented reality content to the plurality of markers.

9. The augmented reality system of claim 1, wherein the augmented reality content management server is configured to determine the replacement marker by:

determining an available sensor located within the geographical area; and

instructing the available sensor to determine the replacement marker within the geographical area.

10. The augmented reality system of claim 9, wherein the available sensor is separate from the augmented reality device.

11. An augmented reality system, comprising:

an augmented reality content management server; and

an augmented reality device, comprising:

a camera;

a display; and

a controller comprising one or more processors and one or more memory devices, wherein the one or more processors, when executing instructions stored on the one or more memory devices, are configured to:

receive one or more beacon signals from one or more beacons within a geographical area; and

send one or more beacon-related signals to an augmented reality content management server based at least in part on the one or more beacon signals, wherein the augmented reality content management server is configured to:

store augmented reality content associated with an amusement park attraction;

receive an indication to update a marker;

in response to receiving the indication to update the marker, determine a replacement marker from a plurality of markers in the geographical area by determining an available sensor located within the geographical area and instructing the available sensor to determine the replacement marker within the geographical area; and

send a marker signal indicative of the replacement marker and the augmented reality content to the augmented reality device;

wherein the one or more processors are further configured to:

receive the marker signal indicative of the replacement marker and the augmented reality content from the augmented reality content management server based at least in part on the one or more beacon-related signals;

scan the geographical area, and identify the replacement marker within the geographical area using the camera; and

output the augmented reality content associated with the amusement park attraction on the display by overlaying the augmented reality content on a real-world environment of the amusement park attraction in response to identifying the replacement marker.

12. The augmented reality system of claim 11, wherein the one or more processors are configured to determine whether there is sufficient storage space in the one or more memory devices to store the marker signal and the augmented reality content in the one or more memory devices, and to store the marker signal and the augmented reality content in the one or more memory devices in response to determining that there is sufficient storage space in the one or more memory devices.

13. The augmented reality system of claim 11, wherein the one or more processors are configured to delete previously stored marker information associated with a second geographical area that is furthest away from the geographical area of the augmented reality

device, to delete previously stored augmented reality content associated with the second geographical area, or both, in response to determining that there is not sufficient storage space in the one or more memory devices.

14. The augmented reality system of claim 11, wherein the one or more processors are configured to delete a least frequently used previously stored marker signal, a least frequently used previously stored augmented reality content, or both, in response to determining that there is not sufficient storage space in the memory.

15. The augmented reality system of claim 11, wherein the augmented reality content management server is configured to select the replacement marker from the plurality of markers in the geographical area without user interaction.

16. A tangible, non-transitory, computer-readable medium, comprising instructions for dynamically loading area-based augmented reality content, wherein the instructions, when executed by one or more processors, cause the one or more processors to:

receive a set of beacon signals from a set of beacons within a geographical area;

send a set of beacon-related signals indicative of the set of beacon signals to an augmented reality content management server, wherein the augmented reality content management server is configured to:

store augmented reality content associated with an amusement park attraction;

receive an indication to update a marker;

in response to receiving the indication to update the marker, autonomously select a replacement marker from a plurality of markers in the geographical area; and

send a marker signal indicative of the replacement marker and the augmented reality content to an augmented reality device;

receive the marker signal indicative of the replacement marker within the geographical area and the augmented reality content associated with the replacement marker from the augmented reality content management server based at least in part on the set of beacon-related signals, wherein the augmented reality content is associated with an amusement park attraction;

scan the geographical area for the replacement marker; and

output the augmented reality content associated with the replacement marker and the amusement park attraction by overlaying the augmented reality content onto a real-world environment of the amusement park attraction in response to identifying the replacement marker within the geographical area.

17. The tangible, non-transitory, computer-readable medium of claim 16, comprising instructions that cause the one or more processors to determine whether there is sufficient storage space to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker.

18. The tangible, non-transitory, computer-readable medium of claim 16, comprising instructions that cause the one or more processors to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker in response to determining that there is sufficient storage space.

19. The tangible, non-transitory, computer-readable medium of claim 16, comprising instructions that cause the one or more processors to delete previously stored marker information associated with a second geographical area, to delete previously stored augmented reality content associated with the second geographical area, or both.

20. The tangible, non-transitory, computer-readable medium of claim 19, comprising instructions that cause the one or more processors to determine whether there is sufficient storage space to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker after deleting the previously stored marker information associated with the second geographical area, after deleting the previously stored augmented reality content associated with the second geographical area, or both, and to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker in response to determining that there is sufficient storage space.

21. An augmented reality system, comprising:

an augmented reality content management server; and

an augmented reality device, comprising:

a display; and

at least one processor configured to:

receive at least one beacon signal from at least one beacon in a geographical area; and

send at least one beacon-related signal to an augmented reality content management server based on the at least one beacon signal, wherein the augmented reality content management server is configured to:

receive an indication to update a marker;

determine a replacement marker from a plurality of markers in the geographical area by causing a sensor to determine the replacement marker; and

send a marker signal indicative of the replacement marker to the augmented reality device;

wherein the at least one processor is further configured to:

receive the marker signal indicative of the replacement marker from the augmented reality content management server based on the at least one beacon-related signal;

scan the geographical area, and identify the replacement marker within the geographical area; and

output augmented reality content associated with an amusement park attraction on the display.

22. The augmented reality system of claim 21, comprising a camera, wherein the at least one processor is configured to:

cause the camera to scan the geographical area; and

identify the replacement marker based on causing the camera to scan the geographical area.

23. The augmented reality system of claim 21, wherein the at least one processor is

configured to receive the augmented reality content from the augmented reality content management server.

24. The augmented reality system of claim 21, wherein the at least one processor is configured to output the augmented reality content associated with the amusement park attraction on the display by overlaying the augmented reality content on a real-world environment of the amusement park attraction.

25. The augmented reality system of claim 21, wherein the at least one processor is configured to output the augmented reality content associated with the amusement park attraction on the display in response to identifying the replacement marker.

26. An augmented reality content management server comprising:

a communication device configured to communicatively couple to an augmented reality device; and

a controller configured to:

receive a first indication to update a marker of a plurality of markers in a geographical area;

determine a replacement marker from the plurality of markers in the geographical area by causing a sensor to determine the replacement marker; and

send a second indication of the replacement marker to the augmented reality device.

27. The augmented reality content management server of claim 26, wherein the communication device is configured to communicatively couple to a marker database storing the plurality of markers.

28. The augmented reality content management server of claim 26, wherein the augmented reality content management server is configured to store augmented reality content associated with an amusement park attraction in a content database.

29. The augmented reality content management server of claim 28, wherein the augmented reality content management server is configured to send the augmented reality content associated with the amusement park attraction to the augmented reality device using the communication device.

30. The augmented reality content management server of claim 26, wherein the controller is configured to identify the sensor, and wherein causing the sensor to determine the replacement marker is based on identifying the sensor.

31. The augmented reality content management server of claim 26, wherein the controller is configured to determine the sensor is available, and wherein causing the sensor to determine the replacement marker is based on determining that the sensor is available.

32. The augmented reality content management server of claim 26, wherein the controller is configured to determine the replacement marker from the plurality of markers in the geographical area in response to receiving the first indication to update the marker.

33. The augmented reality content management server of claim 26, wherein the controller is configured to:

receive at least one beacon-related signal from the augmented reality device; and

determine the marker and augmented reality content associated with the marker based on the at least one beacon-related signal.

34. The augmented reality content management server of claim 26, wherein the controller is configured to:

receive at least one beacon-related signal from the augmented reality device; and

determine the geographical area based on the at least one beacon-related signal.

35. One or more tangible, non-transitory, machine-readable media, comprising instructions for loading area-based augmented reality content, wherein the instructions, when executed by one or more processors, cause the one or more processors to:

receive an indication to update a marker of a plurality of markers in a geographical area;

determine a replacement marker from the plurality of markers in the geographical area by causing a sensor to determine the replacement marker; and

send a marker signal indicative of the replacement marker to an augmented reality device.

36. The one or more tangible, non-transitory, machine-readable media of claim 35, comprising instructions that cause the one or more processors to determine whether there is sufficient storage space to store the marker signal indicative of the replacement marker and augmented reality content associated with the replacement marker.

37. The one or more tangible, non-transitory, machine-readable media of claim 35, comprising instructions that cause the one or more processors to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker in response to determining that there is sufficient storage space.

38. The one or more tangible, non-transitory, machine-readable media of claim 35, comprising instructions that cause the one or more processors to delete previously stored marker information associated with a second geographical area, to delete previously stored augmented reality content associated with the second geographical area, or both.

39. The one or more tangible, non-transitory, machine-readable media of claim 38, comprising instructions that cause the one or more processors to determine whether there is sufficient storage space to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker after deleting the previously stored marker information associated with the second geographical area, after deleting the previously stored augmented reality content associated with the second geographical area, or both, and to store the marker signal indicative of the replacement marker and the augmented reality content associated with the replacement marker in response to determining that there is sufficient storage space.

40. The one or more tangible, non-transitory, machine-readable media of claim 35, comprising instructions that cause the one or more processors to replace the marker with the replacement marker by associating augmented reality content previously associated with the marker with the replacement marker in a content database configured to store information relating a plurality of augmented reality content to the plurality of markers.