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(54) Title: ORIENTATION TAG FOR PROVIDING ORIENTATION INFORMATION

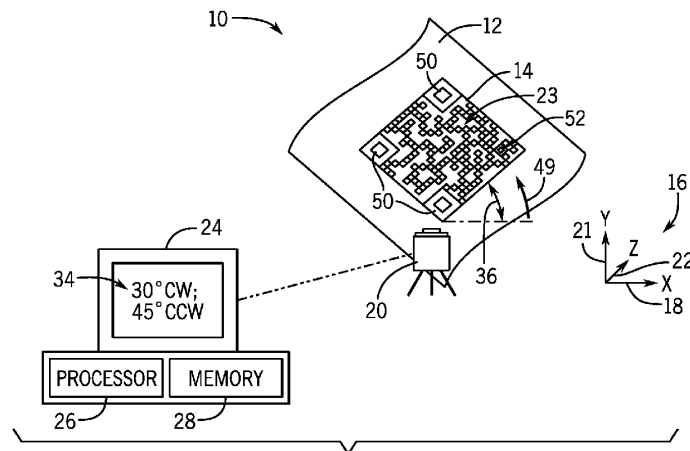


FIG. 4

(57) Abstract: An orientation tag provides orientation information and, by affixing the orientation tag to an object, orientation information of the object. The orientation tag displays different orientation information based on viewing the orientation tag at different angles. In particular, the orientation tag displays an angle and direction that the orientation tag is rotated about a horizontal axis relative to a viewer, and an angle and direction that the orientation tag is rotated about a vertical axis relative to the viewer. Viewing the orientation tag enables determining an angle and direction (e.g., depth information) that the orientation tag is rotated about a depth axis relative to the viewer. The orientation information and the depth information facilitate determining the orientation of the orientation tag in three dimensions. An output device outputs a user interactive experience based on the orientation information and the depth information provided by the orientation tag.

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