

CLAIMS:

1. A system, comprising:
a guest recognition system configured to recognize one or more guests in a venue; and
a guest experience analysis system configured to receive data relating to the recognized one or more guests from the guest recognition system, to generate guest experience information relating to the recognized one or more guests based at least in part on the received data relating to the recognized one or more guests, and to transmit the guest experience information relating to the recognized one or more guests to an augmented reality display device for display on an augmented reality display of the augmented reality display device.
2. The system of claim 1, wherein the guest recognition system is configured to utilize facial recognition algorithms, clothing recognition algorithms, or movement recognition algorithms to detect identities of the one or more guests, to detect activity of the one or more guests within the venue, or some combination thereof.
3. The system of claim 1, wherein the guest recognition system is configured to identify one or more groups of the one or more guests based at least in part on an amount of time that individual guests of the one or more guests remain in proximity with each other.
4. The system of claim 3, wherein the guest experience analysis system is configured to receive data relating to the identified one or more groups from the guest recognition system, to generate guest group experience information relating to the identified one or more groups based at least in part on the data relating to the identified one or more groups, and to transmit the guest group experience information to the augmented reality display device for display on the augmented reality display of the augmented reality display device.
5. The system of claim 1, wherein the guest experience analysis system is configured to generate one or more recommendations for the recognized one or more guests based at least in part on the guest experience information relating to the recognized one or more guests, and to transmit the one or more recommendations for the recognized one or more guests to the augmented

reality display device for display on the augmented reality display of the augmented reality display device.

6. The system of claim 1, wherein the guest experience analysis system is configured to receive modified or additional guest experience information relating to the recognized one or more guests from the augmented reality display device.

7. The system of claim 1, wherein the guest experience analysis system is configured to receive a command from the augmented reality display device to implement one or more physical effects via one or more physical objects disposed within the venue, and to transmit a control signal to the one or more physical objects to implement the one or more physical effects.

8. A method comprising:
recognizing, via a guest recognition system, one or more guests in a venue;
generating, via a guest experience analysis system, guest experience information relating to the recognized one or more guests; and
transmitting, via the guest experience analysis system, the guest experience information relating to the recognized one or more guests to an augmented reality display device for display on an augmented reality display of the augmented reality display device.

9. The method of claim 8, comprising utilizing, via the guest recognition system, facial recognition algorithms, clothing recognition algorithms, or movement recognition algorithms to detect identities of the one or more guests, to detect activity of the one or more guests within the venue, or some combination thereof.

10. The method of claim 8, comprising identifying, via the guest recognition system, one or more groups of the one or more guests based at least in part on an amount of time that individual guests of the one or more guests remain in proximity with each other.

11. The method of claim 10, comprising:
generating, via the guest experience analysis system, guest group experience information relating to the identified one or more groups; and
transmitting, via the guest experience analysis system, the guest group experience information relating to the identified one or more groups to the augmented reality display device for display on the augmented reality display of the augmented reality display device.
12. The method of claim 8, comprising:
generating, via the guest experience analysis system, one or more recommendations for the recognized one or more guests based at least in part on the guest experience information relating to the recognized one or more guests; and
transmitting, via the guest experience analysis system, the one or more recommendations for the recognized one or more guests to the augmented reality display device for display on the augmented reality display of the augmented reality display device.
13. The method of claim 8, comprising receiving, via the guest experience analysis system, modified or additional guest experience information relating to the recognized one or more guests from the augmented reality display device.
14. The method of claim 8, comprising:
receiving, via the guest experience analysis system, a command from the augmented reality display device to implement one or more physical effects via one or more physical objects disposed within the venue; and
transmitting, via the guest experience analysis system, a control signal to the one or more physical objects to implement the one or more physical effects.
15. An augmented reality display device, comprising:
an augmented reality display configured to pass-through images of one or more guests of a venue; and

one or more non-transitory, computer-readable media storing instructions which, when executed by at least one processor, cause the at least one processor to perform operations comprising:

receiving guest experience information relating to a targeted guest of the one or more guests from a guest experience analysis system; and

superimposing the guest experience information relating to the targeted guest on the augmented reality display near pass-through images of the targeted guest.

16. The augmented reality display device of claim 15, wherein the operations comprise: receiving guest group experience information relating to a targeted group of the one or more guests from the guest experience analysis system; and

superimposing the guest group experience information relating to the targeted group of the one or more guests on the augmented reality display near pass-through images of the targeted group of the one or more guests.

17. The augmented reality display device of claim 15, wherein the operations comprise: receiving one or more recommendations for the targeted guest of the one or more guests from the guest experience analysis system; and

superimposing at least one recommendation of the one or more recommendation for the targeted guest of the one or more guests on the augmented reality display near pass-through images of the targeted guest.

18. The augmented reality display device of claim 15, comprising an input device configured to receive modified or additional guest experience information relating to the targeted guest, wherein the operations comprise transmitting the modified or additional guest experience information to the guest experience analysis system.

19. The augmented reality display device of claim 15, comprising an input device configured to receive a command to implement one or more physical effects via one or more physical objects disposed within the venue, wherein the operations comprise transmitting the command to the guest experience analysis system.

20. The augmented reality display device of claim 15, comprising an input device configured to receive a command to switch focus from the targeted guest of the one or more guests to another targeted guest of the one or more guests.

21. The augmented reality display device of claim 15, wherein the augmented reality display device comprises a stationary augmented reality display endpoint disposed within the venue.

22. The augmented reality display device of claim 15, wherein the augmented reality display device comprises augmented reality glasses, augmented reality goggles, or other augmented reality headgear.