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(54) Title: SYSTEM AND METHOD FOR INTEGRATING INTERACTIVE OBJECTS AND ATTRACTION EXPERIENCES

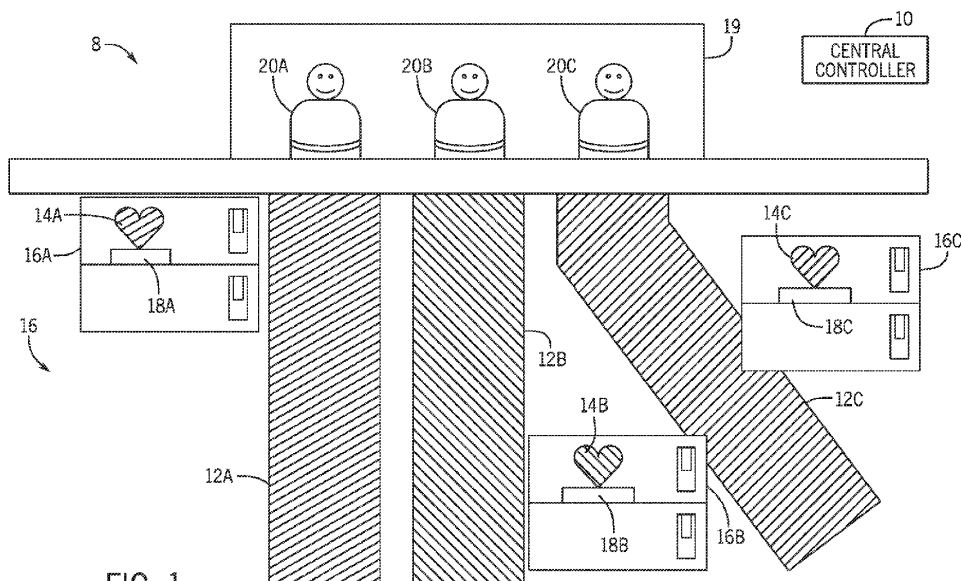


FIG. 1

(57) Abstract: An entertainment system includes a first storage area and a second storage area. Further, the system includes a first communicator and a second communicator each configured to read information from an interactive object, wherein the first communicator is configured to monitor the first storage area and the second communicator is configured to monitor the second storage area. A controller of the system includes a processor and a memory. The controller is configured to receive data from the communicators and query a database to determine one or more profiles associated with the data, determine a special effect associated with a first profile and a special effect associated with a second profile, and provide a command to present the first special effect at a first location based on the first storage area and provide a command to present the second special effect at a second location based on the second storage area.

[Continued on next page]

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