

What is claimed is:

1. A method for controlling performance of a digital character depicted at a display device, the method comprising:
 - determining a presence of a person located in a physical environment; and
 - in response to determining the presence of the person, facilitating control of the performance of the digital character depicted at the display device by a human operator, by an artificial intelligence (AI) game-engine, or by a combination thereof.
2. The method of claim 1, wherein the determination of the presence of the person is performed based on data received from at least a camera or a microphone located in the physical environment.
3. The method of claim 1, wherein determining the presence of the person comprises autonomously determining at least one of a characteristic of an appearance of the person, an emotional state of the person, or an audio originating from the person.
4. The method of claim 3, wherein facilitating control of the performance of the digital character by the human operator comprises providing at least one option selectable by the human operator, for controlling the digital character to address the person according to the determined characteristic or the determined emotional state.
5. The method of claim 1, wherein facilitating control of the performance of the digital character by the human operator comprises receiving motion capture data corresponding to the human operator.
6. The method of claim 5, wherein receiving the motion capture data comprises:
 - receiving data from an optical motion capture system; and
 - receiving data from an inertial motion capture system.

7. The method of claim 6, wherein the data received from the optical motion capture system comprises data corresponding to one or more optical markers located at a waist region of the human operator.

8. The method of claim 6, wherein the data received from the optical motion capture system is for performing drift correction of a position of the human operator that is determined based on the data received from the inertial motion capture system.

9. The method of claim 1, wherein the control of the performance of the digital character by the human operator is facilitated such that performance of the digital character is concurrently driven by both the human operator and the AI game-engine.

10. The method of claim 1, further comprising:
receiving a request from the person; and
servicing the request by causing a change in the physical environment in which the person is located, wherein servicing the request comprises providing a physical object to be delivered for retrieval by the person.

11. An apparatus for controlling performance of a digital character depicted at a display device, the apparatus comprising:
a network communication unit configured to transmit and receive data; and
one or more controllers configured to:
determine a presence of a person located in a physical environment; and
in response to determining the presence of the person, facilitate control of the performance of the digital character depicted at the display device by a human operator, by an artificial intelligence (AI) game-engine, or by a combination thereof.

12. The apparatus of claim 11, wherein the determination of the presence of the person is performed based on data received from at least a camera or a microphone located in the physical environment.

13. The apparatus of claim 11, wherein the one or more controllers are configured to determine the presence of the person by autonomously determining at least one of a characteristic of an appearance of the person, an emotional state of the person, or an audio originating from the person.

14. The apparatus of claim 13, wherein the one or more controllers are configured to facilitate control of the performance of the digital character by the human operator by providing at least one option selectable by the human operator, for controlling the digital character to address the person according to the determined characteristic or the determined emotional state.

15. The apparatus of claim 11, wherein the one or more controllers are configured to facilitate control of the performance of the digital character by the human operator by receiving motion capture data corresponding to the human operator.

16. The apparatus of claim 15, wherein receiving the motion capture data comprises: receiving data from an optical motion capture system; and receiving data from an inertial motion capture system.

17. The apparatus of claim 16, wherein the data received from the optical motion capture system comprises data corresponding to one or more optical markers located at a waist region of the human operator.

18. The apparatus of claim 16, wherein the data received from the optical motion capture system is for performing drift correction of a position of the human operator that is determined based on the data received from the inertial motion capture system.

19. The apparatus of claim 11, wherein the control of the performance of the digital character by the human operator is facilitated such that performance of the digital character is concurrently driven by both the human operator and the AI game-engine.

20. A machine-readable non-transitory medium having stored thereon machine-executable instructions for controlling performance of a digital character depicted at a display device, the instructions comprising:

determining a presence of a person located in a physical environment; and

in response to determining the presence of the person, facilitating control of the performance of the digital character depicted at the display device by a human operator, by an artificial intelligence (AI) game-engine, or by a combination thereof.