What is claimed is:

1. A method for controlling performance of a digital character depicted at a display device located in a physical environment, the method comprising:

determining a presence of a customer located in the physical environment;

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

wherein determining the presence of the customer comprises autonomously determining at least one of a characteristic of an appearance of the customer, an emotional state of the customer, or an audio originating from the customer, and

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 customer according to the determined characteristic or the determined emotional state;

during the interaction with the customer, causing a change in the physical environment in which the customer is located, in response to an action by the digital character depicted at the display device, wherein the change in the physical environment corresponds to a physical object different from the display device, and

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.

2. The method of claim 1, wherein the determination of the presence of the customer 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 facilitating control of the performance of the digital character by the human operator comprises receiving motion capture data corresponding to the human operator.

4. The method of claim 3, wherein receiving the motion capture data comprises:
receiving data from an optical motion capture system; and

receiving data from an inertial motion capture system.

5. The method of claim 4, 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.

6. The method of claim 4, 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.

7. The method of claim 1, further comprising:

receiving a request from the customer; and

servicing the request by causing a change in the physical environment in which the customer is located, wherein servicing the request comprises providing a physical object to be delivered for retrieval by the customer.

8. An apparatus for controlling performance of a digital character depicted at a display device located in a physical environment, 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 customer located in the physical environment;

in response to determining the presence of the customer, facilitate control of the performance of the digital character depicted at the display device by a human operator and an artificial intelligence (AI) game-engine in combination,

wherein the one or more controllers are further configured to determine the presence of the customer by autonomously determining at least one of a characteristic of an appearance of the customer, an emotional state of the customer, or an audio originating from the customer; and

wherein the one or more controllers are further 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, in an interaction with the customer, address the customer according to the determined characteristic or the determined emotional state of the customer,

during the interaction with the customer, causing a change in the physical environment in

which the customer is located, in response to an action by the digital character depicted at the display device, wherein the change in the physical environment corresponds to a physical object different from the display device, and

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.

9. The apparatus of claim 8, wherein the determination of the presence of the customer is performed based on data received from at least a camera or a microphone located in the physical environment.

10. The apparatus of claim 8, 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.

11. The apparatus of claim 10, wherein receiving the motion capture data comprises:
receiving data from an optical motion capture system; and
receiving data from an inertial motion capture system.

12. The apparatus of claim 11, 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.

13. The apparatus of claim 11, 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.

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

determining a presence of a customer located in the physical environment;

in response to determining the presence of the customer, facilitating control of the performance of the digital character depicted at the display device by a human operator and an

artificial intelligence (AI) game-engine in combination,

wherein determining the presence of the customer comprises autonomously determining at least one of a characteristic of an appearance of the customer, an emotional state of the customer, or an audio originating from the customer, and

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 customer according to the determined characteristic or the determined emotional state,

during the interaction with the customer, causing a change in the physical environment in which the customer is located, in response to an action by the digital character depicted at the display device, wherein the change in the physical environment corresponds to a physical object different from the display device, and

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.