CLAIMS:

1. A portable electronic device, comprising:

one or more cameras configured to detect a video signal as part of a cinematic presentation of an attraction of the amusement park; and,

processing circuitry configured to identify at least one video watermark encoded within the video signal, and to cause a display of the portable electronic device to display in-application messaging information relating to the cinematic presentation of the attraction based at least in part on the at least one video watermark during the cinematic presentation of the attraction, wherein the in-application messaging information supplements the cinematic presentation of the attraction.

2. The portable electronic device of claim 1, wherein the processing circuitry is configured to access the in-application messaging information relating to the cinematic presentation of the attraction from a computer-readable memory medium of the portable electronic device.

3. The portable electronic device of claim 1, wherein the processing circuitry is configured to wirelessly access the in-application messaging information relating to the cinematic presentation of the attraction from a computer-readable memory medium separate from the portable electronic device.

4. The portable electronic device of claim 1, wherein the processing circuitry is configured to launch an application in response to identification of the at least one video watermark.

5. The portable electronic device of claim 1, comprising the one or more cameras are configured to detect the video signal by capturing a video the cinematic presentation.

6. The portable electronic device of claim 1, comprising at least one camera configured to capture video, wherein the processing circuitry is configured to cause the display of the portable electronic device to display the video in conjunction with the in-application messaging information relating to the cinematic presentation of the attraction.

7. The portable electronic device of claim 1, wherein the processing circuitry is configured to identify the at least one video watermark using spread spectrum video watermarking algorithms, low bit video watermarking algorithms, phase coding video watermarking algorithms, echo hiding video watermarking algorithms, time scale modification video watermarking algorithms, amplitude modification video watermarking algorithms, replica modulation video watermarking algorithms, dither video watermarking algorithms, self-marking video watermarking algorithms, or some combination thereof.

8. The portable electronic device of claim 1, wherein the in-application messaging information relating to the cinematic presentation of the attraction comprises closed captioning information, open captioning information, live captioning information, multilingual translation information, guided tour information, hidden secret information, secret information, or some combination thereof.

9. An in-application messaging system, comprising:

a video generation system configured to encode at least one video watermark within a video signal generated for a cinematic presentation of an attraction of an amusement park, and to broadcast the video signal via one or more display system; and

the portable electronic device of claim 1.

10. The in-application messaging system of claim 9, wherein the portable electronic device is configured to determine the in-application messaging information relating to the cinematic presentation of the attraction based at least in part on the at least one video watermark.

11. The in-application messaging system of claim 9, wherein the portable electronic device is configured to transmit a signal indicative of the at least one video watermark to the video generation system, and wherein the video generation system is configured to determine the in-application messaging information relating to the cinematic presentation of the attraction based at least in part on the signal received from the portable electronic device, and to transmit the in-application messaging information relating to the cinematic presentation of the attraction to the portable electronic device.

12. The in-application messaging system of claim 11, wherein the video generation

system is configured to transmit a control signal to the portable electronic device to launch the application in response to determination of the in-application messaging information relating to the cinematic presentation of the attraction.

13. The in-application messaging system of claim 9, wherein the portable electronic device is configured to identify the at least one video watermark using spread spectrum video watermarking algorithms, low bit video watermarking algorithms, phase coding video watermarking algorithms, echo hiding video watermarking algorithms, time scale modification video watermarking algorithms, amplitude modification video watermarking algorithms, replica modulation video watermarking algorithms, dither video watermarking algorithms, self-marking video watermarking algorithms, or some combination thereof.

14. The in-application messaging system of claim 9, wherein the in-application messaging information relating to the cinematic presentation of the attraction comprises closed captioning information, open captioning information, live captioning information, multilingual translation information, guided tour information, hidden secret information, or some combination thereof.