device based information; retrieving rebate information corresponding to the user device based information; retrieving user information of the user of the user device; tracking movement of the user device and activity performed with the user device, wherein the activity performed with the user device includes performance of a certain physical act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device; determining whether a predetermined condition is met; when the predetermined condition is determined to have been met, displaying one or more rebates in augmented reality over image information displayed on a display of the user device; when the predetermined condition is determined not to have been met, continue the tracking of movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met; displaying a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and based on the movement of the user device and the activity performed with of the user device, removing from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.

[0006] According to another aspect of the present disclosure, the user device-based information is image information captured by the user.

[0007] According to another aspect of the present disclosure, the user device-based information is location information.

[0008] According to yet another aspect of the present disclosure, the user device-based information is map information.

[0009] According to another aspect of the present disclosure, the method further includes determining availability of a special reward corresponding to the one or more rebates; after determining that the predetermined condition has been met, tracking user actions; and determining whether an activation condition for the special reward has been met based on the user actions, in which the predetermined condition is a predetermined distance of a location of the user device.

[0010] According to a further aspect of the present disclosure, the activation condition is a performance of predetermined user movements.

[0011] According to yet another aspect of the present disclosure, the activation condition is speaking of a certain phrase.

[0012] According to a further aspect of the present disclosure, the activation condition includes being located at a predetermined area.

[0013] According to another aspect of the present disclosure, the method further includes receiving a selection of a rebate among the one or more rebates displayed in augmented reality; and generating a travel path to a retailer location corresponding to the rebate selected.

[0023] According to another aspect of the present disclosure, a system for performing dynamic provisioning of augmented reality information is disclosed. The system includes a user device of a user; and a server including at least a memory and a processor. The processor is configured to perform: acquire, from the user device, user device-based information; retrieve rebate information corresponding to the user device-based information; retrieve user information of the user of the user device; track movement of the user device and activity performed with the user device, wherein the activity performed with the user device includes performance of a certain physical act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device; determine whether a predetermined condition is met; when the predetermined condition is determined to have been met, display one or more rebates in augmented reality over image information displayed on a display of the user device; when the predetermined condition is determined not to have been met, continue to track the movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met; display a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and based on the movement of the user device and the activity performed with the user device, remove from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.

[0024] According to another aspect of the present disclosure, a non-transitory computer readable storage medium that stores a computer program for performing dynamic provisioning of augmented reality information is disclosed. The computer program, when executed by a processor, acquiring, from a user device of a user, user device based information; retrieving rebate information corresponding to the user device based information; retrieving user information of the user of the user device; tracking movement of the user device and the activity performed with the user device, wherein the activity performed with of the user device includes performance of a certain physical act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device; determining whether a predetermined condition is met; when the predetermined condition is determined to have been met, displaying one or more rebates in augmented reality over image information displayed on

a display of the user device; when the predetermined condition is determined not to have been met, continue the tracking of movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met; displaying a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and based on the movement of the user device and the activity performed with of the user device, removing from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.

BRIEF DESCRIPTION OF THE DRAWINGS

[0025] The present disclosure is further described in the detailed description which follows, in reference to the noted plurality of drawings, by way of non-limiting examples of preferred embodiments of the present disclosure, in which like characters represent like elements throughout the several views of the drawings.

[0026] FIG. 1 illustrates a computer system for implementing a dynamic augmented reality provisioning system (DARPS) in accordance with an exemplary embodiment.

What is claimed is:

1. A method for performing dynamic provisioning of augmented reality information, the method comprising:

acquiring, from a user device of a user, user device-based information;

retrieving rebate information corresponding to the user device-based information;

retrieving user information of the user of the user device;

tracking a movement of the user device and activity performed with the user device, wherein the activity performed with the user device includes performance of a certain physical act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device;

determining whether a predetermined condition is met;

when the predetermined condition is determined to have been met, displaying one or more rebates in augmented reality over image information displayed on a display of the user device;

when the predetermined condition is determined not to have been met, continue the tracking of the movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met;

displaying a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and

based on the movement of the user device and the activity performed with the user device, removing from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.

2. The method according to claim 1, wherein the user device-based information is image information captured by the user.

3. The method according to claim 1, wherein the user device-based information is location information.

4. The method according to claim 1, wherein the user device-based information is map information.

5. The method according to claim 1, further comprising:

determining availability of a special reward corresponding to the one or more rebates;

after determining that the predetermined condition has been met, tracking user actions; and

determining whether an activation condition for the special reward has been met based on the user actions, and

wherein the predetermined condition is a predetermined distance of the location of the user device.

6. The method according to claim 5, wherein the activation condition includes a performance of predetermined user movements.

7. The method according to claim 5, wherein the activation condition includes speaking of a certain phrase.

8. The method according to claim 5, wherein the activation condition includes being located at a predetermined area.

9. The method according to claim 1, further comprising:

receiving a selection of a rebate among the one or more rebates displayed in augmented reality; and

generating a travel path to a retailer location corresponding to the rebate selected.

10. The method according to claim 1, further comprising:

determining whether a purchase was made at a retailer corresponding to the one or more rebates in augmented reality; and

when the purchase is determined to have been made at the retailer corresponding to the one or more rebates in augmented reality:

applying applicable rebate, and

permitting a review of the purchase made.

11. The method according to claim 1, further comprising:

determining whether a purchase was made at a retailer corresponding to the one or more rebates in augmented reality; and

when the purchase is determined not to have been made at the retailer corresponding to the one or more rebates in augmented reality, update user information based on non-purchase.

12. The method according to claim 11, further comprising applying one or more artificial intelligence (AI) or machine learning (ML) based on whether the purchase was made at the retailer for provisioning of future rebate offerings via augmented reality.

13. The method according to claim 1, wherein the displayed image information is a map.

14. The method according to claim 1, wherein the displayed image information is an image of one or more retailers corresponding to the one or more rebates.

15. The method according to claim 1, wherein the displayed image information is an image of an area including one or more retailers corresponding to the one or more rebates.

16. The method according to claim 1, further comprising:

displaying product offerings provided by a retailer corresponding to the one or more rebates.

17. The method according to claim 1, further comprising:

displaying a review for a retailer corresponding to the one or more rebates.

18. A system to perform dynamic provisioning of augmented reality information, the system comprising:

a user device of a user; and

a server including at least a memory and a processor, wherein the processor is configured to:

acquire, from the user device, user device-based information;

retrieve rebate information corresponding to the user device-based information;

retrieve user information of the user of the user device;

track a movement of the user device and activity performed with the user device, wherein the activity performed with the user device includes performance of a certain physical

act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device;

determine whether a predetermined condition is met;

when the predetermined condition is determined to have been met, display one or more rebates in augmented reality over image information displayed on a display of the user device;

when the predetermined condition is determined not to have been met, continue to track the movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met;

display a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and

based on the movement of the user device and the activity performed with the user device, remove from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.

19. A non-transitory computer readable storage medium that stores a computer program for performing dynamic provisioning of augmented reality information, the computer program, when executed by a processor, perform a process comprising:

acquiring, from a user device of a user, user device-based information;

retrieving corresponding rebate information;

retrieving user information;

tracking a movement of the user device and the activity performed with the user device, wherein the activity performed with the user device includes performance of a certain physical act, and wherein the tracking of the movement of the user device includes tracking a location of the user device along a certain path using a global positioning system (GPS) information of the user device;

determining whether a predetermined condition is met;

when the predetermined condition is determined to have been met, displaying one or more rebates in augmented reality over a displayed image information;

when the predetermined condition is determined not to have been met, continue the tracking of the movement of the user device and the activity performed with the user device until the predetermined condition is determined to be met;

displaying a moving virtual character in a holograph format corresponding to the one or more rebates, wherein the moving virtual character runs towards a physical retailer location corresponding to the one or more rebates; and

based on the movement of the user device and the activity performed with the user device, removing from the display of the user device, at least one rebate corresponding to at least one retailer while additional augmented reality information corresponding another retailer is displayed.