CLAIMS

We claim:

1. A method comprising:

capturing, within a video feed received via a camera of a mobile computing device, an image of an instigating object;

determining, via the processor, that the image corresponds to a stored image in a plurality of stored images stored in an image database, resulting in a determination;

retrieving, via the processor and based on the determination, interactive content associated with the instigating object, the interactive content comprising an artificial reality map illustrating a route which a user should follow to a subsequent destination and augmented reality arrows pointing to the subsequent destination;

displaying, via a display of the mobile computing device, the artificial reality map as a first augmented reality overlay;

while displaying the artificial reality map, displaying, via the display of the mobile computing device, the augmented reality arrows as a second augmented reality overlay;

detecting movement of the mobile computing device, the movement comprising a change of location, such that a distance between the mobile computing device and the instigating object has increased; and

modifying at least one of the artificial reality map or the augmented reality arrows based on the change of location, such that the artificial reality map is scaled based on the distance.

2. The method of claim 1, wherein the image database is located within the mobile computing device.

3. The method of claim 1, wherein the image database is located remotely from the mobile computing device; and

the method further comprises:

transmitting the image across a network from the mobile computing device to a remote computing system comprising the image database; and

receiving, from the remote computing system, a confirmation that the image is stored in the image database.

4. The method of claim 1, further comprising:

identifying, via an onboard compass of the mobile computing device, a current heading of the mobile computing device;

identifying, via the processor, a scale of the image relative to the stored image; and

modifying, via the processor, the interactive content displayed on the display based on the current heading and the scale.

5. The method of claim 4, wherein the interactive content is modified by at least one of changing a size of the interactive content displayed based on the scale or changing an angle of the interactive content displayed based on the current heading.

6. The method of claim 1, wherein the movement comprises a change of direction.

7. The method of claim 1, further comprising:

tracking, via the processor, interactions with the interactive content by a user of the mobile computing device; and

transmitting, from the mobile computing device to a server, the interactions,

wherein:

the server aggregates the interactions with interactions of other users, resulting in aggregated user interactions; and

modifies the interactive content on the mobile computing device based on the aggregated user interactions.

8. The method of claim 7, wherein the interactive content is stored within the server; and

wherein the retrieving of the interactive content by the processor further comprises:

transmitting, from the processor to the server across a network, a request for the interactive content; and

receiving, in response to the request, at the processor from the server across the network, the interactive content.

9. The method of claim 1, wherein the interactive content is stored within a database of the mobile computing device.

10. The method of claim 1, wherein the mobile computing device comprises at least one of a smartphone, smart glasses, or smart contact lenses.

11. A system comprising:

a processor;

a camera;

a display; and

a non-transitory computer-readable storage medium having instructions stored which, when executed by the processor, cause the processor to perform operations comprising:

capturing, within a video feed received via the camera, an image of an instigating object;

determining that the image corresponds to a stored image in a plurality of stored images stored in an image database, resulting in a determination;

retrieving, based on the determination, interactive content associated with the instigating object, the interactive content comprising an artificial reality map illustrating a route which a user should follow to a subsequent destination and augmented reality arrows pointing to the subsequent destination;

displaying, via the display, the artificial reality map as a first augmented reality overlay;

while displaying the artificial reality map, displaying, via the display, the augmented reality arrows as a second augmented reality overlay;

detecting movement of the system, the movement comprising a change of location, such that a distance between the system and the instigating object has increased; and

modifying at least one of the artificial reality map or the augmented reality arrows based on the change of location, such that the artificial reality map is scaled based on the distance.

12. The system of claim 11, wherein the image database is located within the system.

13. The system of claim 11, wherein the image database is located remotely from the system; and

wherein the non-transitory computer-readable storage medium has additional instructions stored which, when executed by the processor, cause the processor to perform operations comprising:

transmitting the image across a network to a remote computing system comprising the image database; and

receiving, from the remote computing system, a confirmation that the image is stored in the image database.

14. The system of claim 11, further comprising:

an onboard compass; and

wherein the non-transitory computer-readable storage medium has additional instructions stored which, when executed by the processor, cause the processor to perform operations comprising:

identifying, via the onboard compass, a current heading of the system;

identifying a scale of the image relative to the stored image; and

modifying the interactive content displayed on the display based on the current heading and the scale.

15. The system of claim 14, wherein the interactive content is modified by at least one of changing a size of the interactive content displayed based on the scale or changing an angle of the interactive content displayed based on the current heading.

16. The system of claim 11, wherein the interactive content further comprises a change of direction.

17. The system of claim 11, wherein the non-transitory computer-readable storage medium has additional instructions stored which, when executed by the processor, cause the processor to perform operations comprising:

tracking interactions with the interactive content by a user of the system; and

transmitting, to a server, the interactions,

wherein:

the server aggregates the interactions with interactions of other users, resulting in aggregated user interactions; and

modifies the interactive content on the system based on the aggregated user interactions.

18. The system of claim 17, wherein the interactive content is stored within the server; and

wherein the retrieving of the interactive content further comprises:

transmitting, to the server across a network, a request for the interactive content; and

receiving, in response to the request, from the server across the network, the interactive content.

19. The system of claim 11, wherein the interactive content is stored within the non-transitory computer-readable storage medium.

20. A non-transitory computer-readable storage medium having instructions stored which, when executed by a computing device, cause the computing device to perform operations comprising:

capturing, within a video feed received via the camera, an image of an instigating object;

determining that the image corresponds to a stored image in a plurality of stored images stored in an image database, resulting in a determination;

retrieving, based on the determination, interactive content associated with the instigating object, the interactive content comprising an artificial reality map illustrating a route which a user should follow to a subsequent destination and augmented reality arrows pointing to the subsequent destination;

displaying, via the display, the artificial reality map as a first augmented reality overlay;

while displaying the artificial reality map, displaying, via the display, the augmented reality arrows as a second augmented reality overlay;

detecting movement of the system, the movement comprising a change of location, such that a distance between the system and the instigating object has increased; and

modifying at least one of the artificial reality map or the augmented reality arrows based on the change of location, such that the artificial reality map is scaled based on the distance.