

ABSTRACT

SYSTEM AND METHOD FOR DEVELOPING, TESTING AND DEPLOYING DIGITAL REALITY APPLICATIONS INTO THE REAL WORLD VIA A VIRTUAL WORLD

A system and method for developing, testing, and deploying digital reality applications into the real world via a persistent virtual world system. The system includes a server that stores and computes a persistent virtual world system comprising at least one virtual replica of a corresponding real object, an application development environment module, and an application management environment module. A user device connected to the server via a network accesses one or more of the persistent virtual world system, the application development environment module, and application management environment module. Users view and interact with the digital reality applications in a merged reality comprised of a real world layer comprising real objects, a virtual world layer configured on top of the real world layer and comprising the purely virtual objects and virtual replicas of respective real objects, and one or more digital reality application layers comprising the deployed digital reality applications.

FIG. 1