CLAIMS:

1. An interactive system, comprising:

a portable device configured to be carried by a user as the user travels through an interactive attraction, wherein the portable device comprises a trigger device and first ultra-wideband (UWB) circuitry;

a control system comprising second UWB circuitry and one or more processors, wherein the one or more processors are configured to:

determine a location and an orientation of the portable device within the interactive attraction based on communication between the first UWB circuitry and the second UWB circuitry;

receive an indication of actuation of the trigger device via communication between the first UWB circuitry and the second UWB circuitry; and

display a virtual projectile on a display screen of the interactive attraction based on the location and the orientation of the portable device during the actuation of the trigger device,

wherein the one or more processors are configured to display an interactive element on the display screen and to represent movement of the interactive element on the display screen in response to the location and the orientation of the portable device indicating that the portable device is aimed at the interactive element prior to the actuation of the trigger device.

2. The interactive system of claim 1, wherein the one or more processors are configured to:

receive a unique identifier associated with the user and a device identifier associated with the portable device;

access a user profile for the user from one or more databases based on the unique identifier; and

link the user profile to the portable device based on the device identifier.

3. The interactive system of claim 2, wherein the portable device comprises nearfield communication (NFC) circuitry and is configured to receive the unique identifier associated with the user via communication between the NFC circuitry and a personal device of the user.

4. The interactive system of claim 1, wherein the one or more processors are configured to:

determine a plurality of available virtual projectiles based on a user profile for the user, and

provide an additional indication of the plurality of available virtual projectiles to the portable device via communication between the first UWB circuitry and the second UWB circuitry.

5. The interactive system of claim 4, wherein the plurality of available virtual projectiles vary by a size, a color, a type, or any combination thereof.

6. The interactive system of claim 4, wherein the portable device comprises an object display screen that is configured to display the plurality of available virtual projectiles for visualization by the user.

7. The interactive system of claim 6, wherein the portable device enables an input by the user to select the virtual projectile from the plurality of available virtual projectiles, and the one or more processors are configured to receive another indication of the input to select the virtual projectile via communication between the first UWB circuitry and the second UWB circuitry.

8. The interactive system of claim 1, wherein the first UWB circuitry comprises an array of multiple UWB tags.

9. The interactive system of claim 1, wherein the one or more processors are configured to:

determine a successful targeting of the interactive element based on the location and the orientation of the portable device during the actuation of the trigger device; and

in response to the successful targeting, display the virtual projectile to overlap with the interactive element on the display screen of the interactive attraction.

10. The interactive system of claim 9, wherein the one or more processors are configured to:

determine an additional virtual projectile is available to the user due to the successful targeting, wherein the virtual projectile and the additional virtual projectile vary by at least one attribute; and

in response to subsequently receiving an additional indication of an additional actuation of the trigger device via communication between the first UWB circuitry and the second UWB circuitry, display the additional virtual projectile on the display screen of the interactive attraction based on a respective location and a respective orientation of the portable device during the additional actuation of the trigger device.

11. The interactive system of claim 1, wherein the portable device comprises a data-over-sound system comprising a microphone and a speaker, and the one or more processors are configured output a sound signal to communicate data to the data-over-sound system of the portable device.

12. A method of operating an interactive system, the method comprising:

determining, using one or more processors, a location and an orientation of a portable device within an interactive attraction based on communication between first UWB circuitry of the portable device and second UWB circuitry positioned about the interactive attraction;

receiving, at the one or more processors, an indication of actuation of a trigger device of the portable device via the communication between the first UWB circuitry and the second UWB circuitry; and

displaying, via the one or more processors, a virtual projectile on a display screen of the interactive attraction based on the location and the orientation of the portable device during the actuation of the trigger device,

displaying, via the one or more processors, an interactive element on the display screen; and

displaying, via the one or more processors, movement of the interactive element on the display screen in response to the location and the orientation of the portable device indicating that the portable device is aimed at the interactive element prior to the actuation of the trigger device.

13. The method of claim 12, comprising:

determining, via the one or more processors, a successful targeting of the interactive element displayed on the display screen of the interactive attraction; and

updating, via the one or more processors, a user profile for a user to reflect the successful targeting.

14. The method of claim 13, comprising:

providing, via communication between the first UWB circuitry and the second UWB circuitry, feedback of the successful targeting to the portable device; and

instructing, via one or more respective processors of the portable device, an output via an output device of the portable device in response to the feedback of the successful targeting.

15. An interactive system, comprising:

a portable device, comprising:

a trigger device;

a memory device configured to store a user profile for a user of the portable device;

a processor configured to determine an attribute of a virtual projectile for the portable device based on the user profile; and

communication circuitry configured to communicate the attribute of the virtual projectile to a control system to cause the control system to

display the virtual projectile with the attribute on a display screen that is separate from the portable device,

wherein the processor is configured to display an interactive element on the display screen and to represent movement of the interactive element on the display screen in response to a location and an orientation of the portable device indicating that the portable device is aimed at the interactive element prior to the actuation of the trigger device.

16. The interactive system of claim 15, wherein the attribute of the virtual projectile comprises a size, a color, a type, or any combination thereof.

17. The interactive system of claim 15, wherein the communication circuitry comprises ultra-wideband circuitry.

18. The interactive system of claim 17, wherein the ultra-wideband circuitry is configured to detect a location of the portable device relative to the display screen and to communicate the location to the control system.