

Systems and Methods for Generating Augmented Reality Scenes for Physical Items

ABSTRACT

Systems and methods are provided for the generation of augmented reality (AR) scenery for a physical item. The AR scenery allows a customer to interact with the physical item in the real-world, while also allowing the customer to view the physical item in a virtual setting that may be tailored to the customer and/or to the physical item. According to an embodiment, an AR scene is generated for a physical item. The AR scene includes computer-generated scenery and at least a portion of an image of the physical item, where the computer-generated scenery is based on information associated with the user and/or the physical item. The AR scene is then displayed on a device.

Figure 1