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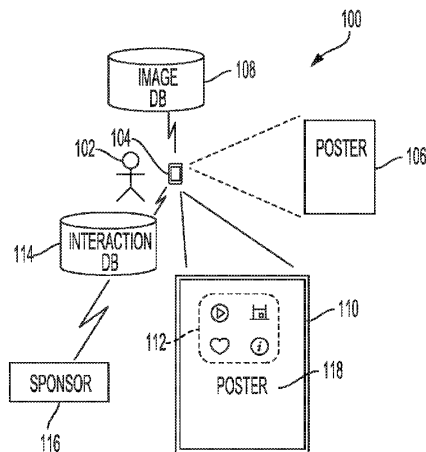


FIG. 1

(57) Abstract: Systems, methods, and computer-readable storage media for quantifying augmented reality interaction. An exemplary system can be configured to capture, via a camera of a mobile computing device, a video feed, and extract, via a processor of the mobile computing device, an image from the video feed. The system can then determine, 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, and retrieve, via the processor and based on the determination, interactive content associated with the stored image. The system can then display, via a display of the mobile computing device, the interactive content as an augmented reality overlay.

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