CLAIMS:

1. A portable electronic device, comprising:

one or more audio sensors configured to detect an audio signal broadcast into a physical environment of an amusement park as part of a cinematic presentation of an attraction of the amusement park, wherein an audio watermark is encoded within the audio signal;

one or more cameras configured to capture a video of a cinematic presentation of an attraction of an amusement park and to detect a video signal as part of a cinematic presentation of an attraction of the amusement park, wherein a video watermark is encoded within the video signal; and,

processing circuitry configured to identify the audio watermark encoded within the audio signal and the video watermark encoded within the video signal; determine if access to the audio sensor and/or camera has been enabled, and, if access to the audio sensor and/or camera has been enabled, to cause a display of the portable electronic device to display in-application messaging information relating to the cinematic presentation of the attraction based at least in part on the audio and video watermark, during the video cinematic presentation of the attraction, wherein the in-application messaging information supplements the video cinematic presentation of the attraction.

2. The portable electronic device of claim 1, wherein the processing circuitry is configured to access the in-application messaging information relating to the cinematic presentation of the attraction from a computer-readable memory medium of the portable electronic device.

3. The portable electronic device of claim 1, wherein the processing circuitry is configured to wirelessly access the in-application messaging information relating to the cinematic presentation of the attraction from a computer-readable memory medium separate from the portable electronic device.

4. The portable electronic device of claim 1, wherein the processing circuitry is configured to launch an application in response to identification of the at least one video and the at least one audio watermark.

5. The portable electronic device of claim 1, wherein the one or more audio sensors is configured to detect the audio signal by passively listening for the audio signal, and wherein the one or more cameras are configured to detect the video signal by capturing a video of the cinematic presentation.

6. The portable electronic device of claim 1, wherein the one or more audio sensors is configured to detect the audio signal by actively requesting the audio signal based at least in part on a user input received via an input device of the portable electronic device.

7. The portable electronic device of claim 1, wherein the processing circuitry is configured to identify the at least one video watermark using spread spectrum video watermarking algorithms, low bit video watermarking algorithms, phase coding video watermarking algorithms, echo hiding video watermarking algorithms, time scale modification video watermarking algorithms, amplitude modification video watermarking algorithms, replica modulation video watermarking algorithms, dither video watermarking algorithms, self-marking video watermarking algorithms, or some combination thereof.

8. The portable electronic device of claim 1, wherein the processing circuitry is configured to identify the at least one audio watermark using spread spectrum audio watermarking algorithms, low bit audio watermarking algorithms, phase coding audio watermarking algorithms, echo hiding audio watermarking algorithms, time scale modification audio watermarking algorithms, amplitude modification audio watermarking algorithms, replica modulation audio watermarking algorithms, dither audio watermarking algorithms, self-marking audio watermarking algorithms, or some combination thereof.

9 The portable electronic device of claim 1, wherein the in-application messaging information relating to the cinematic presentation of the attraction comprises closed captioning information, open captioning information, live captioning information, multilingual translation information, guided tour information, hidden secret information, secret information, or some combination thereof.

10. An in-application messaging system, comprising:

an audio generation system configured to encode at least one audio watermark within an audio signal generated for a cinematic presentation of an attraction of an amusement park, and to broadcast the audio signal into a physical environment of an amusement park;

a video generation system configured to encode at least one video watermark within a video signal generated for a cinematic presentation of an attraction of an amusement park, and to broadcast the video signal via one or more display system; and

the portable electronic device of claim 1.

11. The in-application messaging system of claim 10, wherein the portable electronic device is configured to transmit a signal indicative of the at least one video watermark to the video generation system, and wherein the video generation system is configured to determine the in-application messaging information relating to the cinematic presentation of the attraction based at least in part on the signal received from the portable electronic device, and to transmit the in-application messaging information relating to the cinematic presentation of the attraction to the portable electronic device.

12. The in-application messaging system of claim 10, wherein the portable electronic device is configured to transmit a signal indicative of the at least one audio watermark to the audio generation system, and wherein the audio generation system is configured to determine the in- application messaging information based at least in part on the signal received from the portable electronic device , and to transmit the in-application messaging information to the portable electronic device.

13. The in-application messaging system of claim 10, wherein the video generation system is configured to transmit a control signal to the portable electronic device to launch the application in response to determination of the in-application messaging information relating to the cinematic presentation of the attraction.

14. The in-application messaging system of claim 10, wherein the audio generation system is configured to transmit a control signal to the portable electronic device to launch the application in response to determination of the in-application messaging information.

15. The in-application messaging system of claim 10, wherein the portable electronic device is configured to identify the at least one video watermark using spread spectrum video

watermarking algorithms, low bit video watermarking algorithms, phase coding video watermarking algorithms, echo hiding video watermarking algorithms, time scale modification video watermarking algorithms, amplitude modification video watermarking algorithms, replica modulation video watermarking algorithms, dither video watermarking algorithms, self-marking video watermarking algorithms, or some combination thereof.

16. The in-application messaging system of claim 10, wherein the portable electronic device is configured to identify the at least one audio watermark using spread spectrum audio watermarking algorithms, low bit audio watermarking algorithms, phase coding audio watermarking algorithms, echo hiding audio watermarking algorithms, time scale modification audio watermarking algorithms, amplitude modification audio watermarking algorithms, replica modulation audio watermarking algorithms, dither audio watermarking algorithms, self-marking audio watermarking algorithms, or some combination thereof.

17. The in-application messaging system of claim 10, wherein the in-application messaging information relating to the cinematic presentation of the attraction comprises closed captioning information, open captioning information, live captioning information, multilingual translation information, guided tour information, hidden secret information, or some combination thereof.