CLAIMS:

1. A system, comprising:

a radio-frequency identification (RFID) reader configured to read data stored on an RFID tag associated with a user and to generate a first signal indicative of the data and indicative of a first location of the RFID tag;

a sensor system configured to detect a user interaction with an interactive element and to generate a second signal indicative of the user interaction and a second location related to the interactive element; and

a processor configured to:

match the user to the user interaction based on a correspondence between the first location indicated by the first signal and the second location indicated by the second signal; and ~~to~~

update a user database to reflect that the user is matched to the user interaction.

2. The system of claim 1, wherein the interactive element comprises a display configured to display an image, and the processor is configured to render another image for presentation on the display in response to matching the user to the user interaction.

3. The system of claim 1, wherein the RFID reader is an ultra-high frequency RFID reader.

4. The system of claim 1, wherein the RFID reader is configured to generate a third signal indicative of a strength of an RFID signal transmitted from the RFID tag to the RFID reader, and the processor is configured to match the user to the user interaction based on the third signal.

5. The system of claim 1, wherein the sensor system comprises one or more optical detectors.

6. The system of claim 1, wherein the sensor system comprises multiple optical detectors positioned about a perimeter of a display that is configured to display the first interactive element.

7. The system of claim 1, wherein the sensor system comprises multiple near-field communication readers.

8. The system of claim 1, wherein the sensor system comprises a light detection and ranging (LIDAR) system.

9. The system of claim 1, wherein the sensor system comprises a resistive touchscreen panel, a capacitive touchscreen panel, a surface acoustic wave panel, or any combination thereof.

10. The system of claim 1, wherein the RFID reader is configured to read respective data stored on an additional RFID tag associated with an additional user and to generate a third signal indicative of the respective data and indicative of a third location of the additional RFID tag, the sensor system is configured to detect an additional user interaction with an additional interactive element and to generate a fourth signal indicative of the additional user interaction and a fourth location related to the additional interactive element, and the processor is configured to:

match the additional user to the additional user interaction based on a correspondence between the third location indicated by the third signal and the fourth location indicated by the fourth signal; and ~~to~~

~~10.~~ update the user database to reflect that the additional user is matched to the additional user interaction.

11. The system of claim 10, wherein the sensor system is configured to match the user to the user interaction and to match the additional user to the additional user interaction when the user interaction and the additional user interaction occur substantially simultaneously.

12. ~~12.~~ The system of claim 1, comprising one or more additional RFID readers configured to read data stored on the RFID tag and to generate one or more additional signals indicative of a respective strength of respective RFID signals transmitted from the RFID tag to the one or more additional RFID readers, wherein the processor is

configured to determine a location of the RFID tag relative to the interactive element based on the first signal and the one or more additional signals.

13. A system, comprising:

a radio-frequency identification device (RFID) reader configured to read data stored on one or more RFID tags associated with one or more respective users;

a sensor system configured to detect a first user interaction at a first ~~portion of~~location on a display and a second user interaction at a second ~~portion of~~location on the display; and

a processor configured to receive RFID signals indicative of the data from the RFID reader and to receive sensor signals indicative of the first user interaction and the second user interaction from the sensor system, wherein the processor is configured to render a first image for display at the first ~~portion~~location on the display based on the sensor signals and the RFID reader reading data stored on a first RFID tag of the ~~display and~~one or more RFID tags, and wherein the processor is configured to render a second image for display at the second ~~portion of~~location on the display based on the ~~RFID signals and the~~ sensor signals and the RFID reader reading data stored on a second RFID tag of the one or more RFID tags.

14. The system of claim 13, wherein the processor is configured to match a first user of the one or more respective users to the first user interaction based on the RFID signals and the sensor signals and to update a user database to reflect that the first user of the one or more respective users is matched to the first user interaction.

15. ~~15~~ The system of claim 13, wherein the RFID signals are indicative of a respective location of each of the one or more RFID tags.

16. A method, comprising:

receiving, at a processor, a first signal from a radio-frequency identification device (RFID) reader, wherein the first signal is indicative of data stored on an RFID tag and indicative of a first location of the RFID tag associated with a user and read by the RFID reader;

receiving, at the processor, a second signal from a sensor system, wherein the second signal is indicative of a user interaction with an interactive element~~;~~ and a second location associated with the interactive element;

matching, using the processor, the user to the user interaction based on the first location indicated by the first signal and the second location indicated by the second signal; and

updating, using the processor, a user database to reflect that the user is matched to the user interaction.

17. The method of claim 16, comprising rendering, using the processor, an image for display on a display in response to the matching of the user to the user interaction.

18. The method of claim 16, comprising:

detecting, using the sensor system, an interruption in light emitted by a light emitting element; and

generating, using the sensor system, the second signal in response to the interruption in light.

19. The method of claim 16, comprising:

receiving, at the processor, a third signal from the RFID reader, wherein the third signal is indicative of respective data stored on an additional RFID tag and indicative of a third location of the additional RFID tag associated with an additional user and read by the RFID reader;

receiving, at the processor, a fourth signal from the sensor system, wherein the fourth signal is indicative of an additional user interaction with an additional interactive element~~;~~ and a fourth location associated with the additional interactive element;

matching, using the processor, the additional user to the additional user interaction based on the third ~~signal and~~location indicated by the third signal and the fourth location indicated by the fourth signal; and

updating, using the processor, the user database to reflect that the additional user is matched to the additional user interaction.

20. The method of claim 16, comprising:

receiving, at the processor, one or more additional signals from one or more additional RFID readers configured to read data stored on the ~~first~~ RFID tag; and

determining, using the processor, a location of the ~~first~~ RFID tag relative to the ~~first~~ interactive element based on the first signal and the one or more additional signals to facilitate matching the ~~first~~ user to the ~~first~~ user interaction.