

Abstract

The present application is directed to a computer-implemented method for enabling purchases related to an augmented reality environment provided by an AR device (110) and/or an AR backend (120), the AR device (110) having at least one display (111) and at least one sensor. The method comprises:

- visualizing a purchase incentive (220) in the augmented reality environment;
- obtaining selection data (315) based on first signals (310) from the at least one sensor, the selection data (315) being indicative of an item (210) selected for purchase;
- obtaining reaction data (325) based on second signals (320) from the at least one sensor;
- evaluating the reaction data (325) to either confirm or cancel the purchase;
- assigning pricing data (330) and payment data (335) to the selected item (210);
- if the purchase is confirmed, transmitting pricing data (330) and/or payment data (335) to a payment system (140).

(Fig. 5)